



TM

EUROPEAN QUALIFIERS

**NATIONAL
ASSOCIATIONS' MANUAL**
2014-16



TM

**EUROPEAN
QUALIFIERS**

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GENERAL SECRETARY'S MESSAGE

UEFA EURO 2016 will be the 15th final tournament of UEFA's flagship competition for senior national teams. Innovation – on and off the pitch – has proved to be the lifeblood, ever since the first edition was decided by the Soviet Union's 2-1 win against Yugoslavia in France in 1960.

The inaugural editions of what was then the European Nations' Cup concluded with four-team final tournaments. The marketing of football – and the shape of Europe itself – has certainly changed a lot since then.

At UEFA, we are convinced that UEFA EURO 2016 has the potential to be the best EURO tournament ever. Changes to the qualifying programme mean that the world will already be buzzing with excitement about the tournament long before the 24 teams contest the final round in France from 10 June to 10 July 2016. Nothing arouses the passion of this continent quite like international football, and the new developments in place for UEFA EURO 2016 are sure to bring maximum exposure for UEFA's 54 member associations, their teams and their commercial partners.

Crucial to this is the centrally marketed European Qualifiers approach – a brilliant deal for national associations, broadcasters and fans. The new 'Week of Football' concept will feature qualifying games played from Thursday to Tuesday, with kick-off times set mainly at 18.00CET and 20.45CET on Saturdays and Sundays and 20.45CET on Thursdays, Fridays, Mondays and Tuesdays.

The fact that we are spreading the European Qualifiers over several days, as opposed to the current schedule in which all teams play on the same day, will ensure better visibility for the competition. Each day of the Week of Football will have eight to ten matches as opposed to 20 to 30, allowing viewers to follow the qualifying paths of more teams.



The impressive line-up of high-quality broadcasters on board demonstrates the value of the Week of Football to this stakeholder group, and sponsors have also welcomed the opportunity to consistently associate themselves with European national team football until 2017.

However, as great as the opportunities are for broadcasters and sponsors, we must not forget the tremendous opportunity that the new 24-team final tournament will offer. More teams than ever before will have a chance to make it to 'Le Rendez-Vous' and seek European glory.

Visionary thinking has helped us reach this stage. Now, together, we have the opportunity to make the European Qualifiers an unforgettable spectacle.

A stylized, handwritten signature in black ink, which appears to read 'Gianni Infantino'.

Gianni Infantino
UEFA General Secretary

USE OF THE MANUAL

This manual sets out operational responsibilities and information for European Qualifiers (EQ) matches and should be used in conjunction with the following set of UEFA Regulations:

- the Commercial Regulations for the European qualifying matches for UEFA EURO 2016 and the 2018 FIFA World Cup (also referred to as the commercial regulations);
- the Regulations of the 2014–16 UEFA European Football Championship (also referred to as the competition regulations);
- the UEFA Safety and Security Regulations (2006 edition);
- the UEFA Stadium Infrastructure Regulations (2010 edition);
- the UEFA Kit Regulations (2012 edition);
- the UEFA Medical Regulations (2014 edition);
- the UEFA Disciplinary Regulations (2013 edition);
- the UEFA Anti-Doping Regulations (2013 edition).

These regulations always prevail in the event of conflict with the contents of this manual. Should there be any discrepancies between the above regulations, UEFA reserves the right to decide which should prevail.

Furthermore, this manual should be used together with the European Qualifiers brand guidelines, containing all materials required to correctly reproduce the European Qualifiers logo and artwork.

Frequently used terms

A number of terms are used frequently throughout the manual. For the sake of brevity, the following definitions apply.

Terminology	Meaning
EQ	European Qualifiers (including the play-off matches)
EQ broadcaster*	An entity licensed by UEFA to broadcast EQ matches via television, internet and/or mobile devices
Host broadcaster*	The EQ broadcaster from the country of the host association who is responsible for producing the multilateral feed of a particular match
Main visiting broadcaster*	The EQ broadcaster from the country of the visiting association who has the primary rights in that country for a particular match
Visiting broadcaster*	A EQ broadcaster with on-site facilities
EQ partner	A company licensed by UEFA to have sponsorship and/or supply rights in relation to the European Qualifiers
EQ commercial partners	EQ broadcasters and EQ partners who are licensed by UEFA to have commercial rights in relation to the European Qualifiers
MD	Matchday – i.e. any day on which an EQ match is scheduled to be played. The abbreviations MD-1, MD-2 and MD-3 are used to indicate the days leading up to the match and MD+1 denotes the day after the match
NA	National association

** Please note that for the ease of readability the term “broadcaster” is used in this manual instead of “audiovisual rights holder”, as per UEFA regulations.*



**EUROPEAN
QUALIFIERS**

1 COMPETITION AND CONCEPT

- 1.1 COMPETITION OVERVIEW
- 1.2 OVERVIEW OF THE CONCEPT
- 1.3 THE PARTNERSHIP
- 1.4 SITE VISITS
- 1.5 STADIUM CATEGORIES AND COMPLIANCE
WITH UEFA REQUIREMENTS
- 1.6 MATCH PROFILES

1

COMPETITION AND CONCEPT

1.1 COMPETITION OVERVIEW

Contested over a two-year cycle starting every four years, the UEFA European Football Championship has been showcasing the continent's finest national team football since its inception as the UEFA European Nations Cup in 1960. It consists of a qualifying competition, including play-off matches, and a final tournament.

Qualifying competition

Match system

For the 2014–16 edition of the championship, the qualifying competition features a field of 53 associations, with eight groups of six teams and one group of five. The group matches are played in a league system, with each team playing the other teams in its group twice, once at home and once away.

France will not compete in the qualifying competition because they qualify for the final tournament, UEFA EURO 2016, automatically as hosts. However, France will be placed with the group of five teams to contest “centralised friendlies” with the teams in this group, which will be played on the same dates as the regular EQ matches without the results being taken into consideration for the group standings.

The nine group winners, the nine group runners-up and the best third-placed team overall will qualify directly for the final tournament. The eight other third-placed teams will contest play-off matches to determine the remaining four teams participating in UEFA EURO 2016 in France.



Group A	Group B	Group C	Group D	Group E	Group F	Group G	Group H	Group I
Winner	Winner	Winner	Winner	Winner	Winner	Winner	Winner	Winner
Runner-up	Runner-up	Runner-up	Runner-up	Runner-up	Runner-up	Runner-up	Runner-up	Runner-up
Best third team	Third placed team	Third placed team	Third placed team	Third placed team	Third placed team	Third placed team	Third placed team	Third placed team
Fourth placed team	Fourth placed team	Fourth placed team	Fourth placed team	Fourth placed team	Fourth placed team	Fourth placed team	Fourth placed team	Fourth placed team
Fifth placed team	Fifth placed team	Fifth placed team	Fifth placed team	Fifth placed team	Fifth placed team	Fifth placed team	Fifth placed team	Fifth placed team
Sixth placed team	Sixth placed team	Sixth placed team	Sixth placed team	Sixth placed team	Sixth placed team	Sixth placed team	Sixth placed team	Sixth placed team

Example

Match calendar and fixture list

The group matches and the play-offs will be played on the dates specified in the EQ match calendar, in line with the international match calendar issued by FIFA for the period 2014–18. The European Qualifiers consist of ten qualifying group matchdays, played from September 2014 to October 2015, followed by two play-off matchdays in November 2015.


	Thursday	Friday	Saturday	Sunday	Monday	Tuesday
September 2014	04/09/2014 Friendlies	05/09/2014 Friendlies	06/09/2014 Friendlies	07/09/2014 MD 1	08/09/2014 MD 1	09/09/2014 MD 1
October 2014	09/10/2014 MD 2	10/10/2014 MD 2	11/10/2014 MD 2	12/10/2014 MD 3	13/10/2014 MD 3	14/10/2014 MD 3
November 2014	13/11/2014 Friendlies	14/11/2014 MD 4	15/11/2014 MD 4	16/11/2014 MD 4	17/11/2014 Friendlies	18/11/2014 Friendlies
March 2015	26/03/2014 Friendlies	27/03/2014 MD 5	28/03/2014 MD 5	29/03/2014 MD 5	30/03/2014 Friendlies	31/03/2014 Friendlies
June 2015	11/06/2014 Friendlies	12/06/2014 MD 6	13/06/2014 MD 6	14/06/2014 MD 6	15/06/2014 Friendlies	16/06/2014 Friendlies
September 2015	03/09/2015 MD 7	04/09/2015 MD 7	05/09/2015 MD 7	06/09/2015 MD 8	07/09/2015 MD 8	08/09/2015 MD 8
October 2015	08/10/2015 MD 9	09/10/2015 MD 9	10/10/2015 MD 9	11/10/2015 MD 10	12/10/2015 MD 10	13/10/2015 MD 10
November 2015	12/11/2015 Play-off 1st Leg	13/11/2015 Play-off 1st Leg Friendlies	14/11/2015 Play-off 1st Leg	15/11/2015 Play-off 2nd Leg	16/11/2015 Play-off 2nd Leg	17/11/2015 Play-off 2nd Leg Friendlies

EQ match calendar

The 'Week of Football' concept

For the first time, qualifying matches take place under the 'Week of Football' concept, with games being played from Thursday to Tuesday. Kick-off times will be set mainly at 18.00 CET and 20.45 CET on Saturdays and Sundays and 20.45 CET on Thursdays, Fridays, Mondays and Tuesdays. The UEFA administration may also approve certain kick-off times that are different from these two standard slots.

On double-header matchweeks, teams will play on Thursday and Sunday, Friday and Monday or Saturday and Tuesday. Each day of the Week of Football will have an average of nine matches, including the centralised friendly matches involving France.



	Thursday	Friday	Saturday	Sunday	Monday	Tuesday
18.00			✓	✓		
20.45	✓	✓	✓	✓	✓	✓

Example for MD 2 and MD 3

On single-header matchweeks, teams may play friendly matches on other available days, provided that a minimum of two rest days are scheduled between the European Qualifiers and the friendly matches. EQ matches must have priority over friendly match arrangements at all times.

	Thursday	Friday	Saturday	Sunday	Monday	Tuesday
18.00	Friendlies (kick-off time not set)		✓	✓	Friendlies (kick-off time not set)	Friendlies (kick-off time not set)
20.45		✓	✓	✓		

Example for MD 4

A total of 278 matches will be played under the umbrella of the European Qualifiers – 260 group matches, eight play-off matches and ten centralised friendlies involving France. A booklet with the complete match fixture list is attached to this manual.

Final tournament

For the first time, 24 teams will contest the UEFA European Football Championship final tournament. The inaugural final tournament in France in 1960 was a four-team affair, and the event has since expanded to eight teams in 1980 before doubling in size again in 1996 to 16.

The final tournament will be played from 10 June to 10 July 2016. The teams will be drawn into six groups of four, with the six group winners, six group runners-up and the four best third-placed teams advancing to the round of 16 – the start of the knockout stage.



1.2 OVERVIEW OF THE CONCEPT

The EQ concept reflects the centralisation of commercial rights by UEFA for the qualifying competitions for UEFA EURO 2016 and to the 2018 FIFA World Cup. The following commercial rights form part of the centralisation.

Media rights

- The core media rights will be marketed on an exclusive basis by UEFA. UEFA has appointed the agency CAA Eleven to assist it in this regard.
- Certain limited rights – notably non-live audiovisual rights – can be exploited by the national associations. Subject to such exploitation, all media rights for the European Qualifiers will be marketed exclusively by UEFA.
- Further information on the exploitation of media rights to the European Qualifiers by UEFA and the national associations can also be found in the commercial regulations.

European Qualifiers partners' rights

- The European Qualifiers (EQ) partners make up an exclusive sponsorship group. Their rights for each territory depend on the commercial package that each national association has concluded with UEFA.
- This group contains several official sponsors and one official ball supplier. Only the EQ partners may associate themselves with the European Qualifiers.
- Each national association contributes to the promotion of the European Qualifiers by granting certain promotional rights to UEFA, including the right to use certain pitchside advertising boards for non-commercial messages (for further details, please refer to Article 8 of the commercial regulations and to chapter 8 of this manual).
- In addition, certain associations have mandated UEFA to centralise the sales of other pitchside advertising boards. Some have signed over their full remaining board inventory to UEFA for commercial use ("100% associations"), others have decided to grant UEFA 50% of their remaining board

inventory ("50% associations") and the remainder have decided to market the rights themselves ("0% associations").

- For 100% associations, the commercial inventory also includes media backdrops, i.e. backdrops used during the official press conferences, for post-match flash interviews and for interviews in the mixed zone. This is not the case for 0% and 50% associations.

Brand identity

- The identity is made up of three core elements: the official EQ logo, the EQ music and the EQ visual identity. These features should be applied consistently across all media forms and at competition venues to build recognition of the EQ brand among fans.
- Correct implementation of the EQ brand identity will be critical to ensuring that the competition's visual impact is consistent and impressive.
- All national associations will be able to use elements of this brand identity for the production of materials to support local promotion of their EQ matches.

The EQ logo

- The eye-catching EQ logo depicts a national team shirt in conjunction with a heart, conveying the brand's essence – "play with heart". The passion and ambition shared by fans and players when either supporting or playing for their national team has been the visual inspiration for the EQ brand identity. The national team shirt – the symbol that universally expresses the love for the national team – is also at the heart of the brand identity and at the centre of the EQ logo.
- For correct usage of the logo, please refer to the EQ brand guidelines provided to all participating national associations. All uses of the EQ logo are subject to prior approval by UEFA.

The EQ music

- The EQ music is played at all venues during the walk on of the teams as well as by EQ broadcasters from across the globe.
- The EQ music is exclusive to the European Qualifiers and reflects the values of the competition and its European character.

The EQ visual identity

- The EQ opening and closing sequences will be played at the beginning and end of every broadcast. Accompanying the opening and closing sequences are short break bumpers, promotional trailers and graphics, all derived from the same design concept.
- This on-air theme is mirrored in all off-air design elements, with the event branding also intended to capture the EQ traits.
- Under no circumstances may any element of the EQ visual identity (and/or the EQ logo as described earlier) be used together with a commercial or non-commercial third party.



1.3 THE PARTNERSHIP

To ensure that the new EQ concept will be successful, close cooperation between national associations, EQ commercial partners and UEFA is of key importance. UEFA monitors the competition and coordinates the three partner groups. In addition, UEFA has appointed the agency CAA Eleven to manage the commercial rights for the European Qualifiers.

To ensure the success of the competition, everyone must benefit. National associations must have the opportunity to be financially rewarded for their contribution, while the EQ commercial partners, who provide the competition with worldwide exposure and substantial revenue, benefit from association with an outstanding competition.

Clearly, no group alone can make the concept work: it has to be a partnership. On EQ matchnights, the national associations must accept that the EQ broadcast partners are their broadcasters and that the contractual obligations towards EQ commercial partners have to be fulfilled. The need to serve these partners correctly is paramount, and national associations must recognise that these contractual arrangements come before all local deals that support them in competitions other than the European Qualifiers.

1.4 SITE VISITS

In order to familiarise themselves with EQ stadiums and prepare for each match in the best possible way, UEFA representatives and EQ broadcasters will conduct site visits to each stadium. As national associations may choose to play in several stadiums and the deadline for announcing a match stadium is 120 days before each match, several site visits may take place per association.

Site visit objectives

- To discuss UEFA's and EQ commercial partners' requirements.
- To identify all the facilities and find all the technical solutions required.
- To take decisions on necessary organisational arrangements.

Site visit windows

- MD 1–4: May–August 2014
- MD 5: December 2014
- MD 6: February 2015
- MD 7–10: May–July 2015
- Play-offs: October 2015

Additional site visits may be scheduled in the event of changes to stadiums, additional requests from EQ broadcasters or any other developments that may affect the organisation of the match.

Standard site visit schedule and participants

Each site visit will be scheduled for one or two days, depending on the venue. The different site visit activities and required participants are listed below.

Activity	Participants	Content
Opening meeting	National association representatives, UEFA, stadium manager	Introduction of the EQ concept, discussion of requirements.
TV meeting	National association representatives, UEFA, stadium manager, EQ broadcasters	Discussion of production plans and specific requirements
Stadium tour	National association representatives, UEFA, stadium manager, EQ broadcasters	Identification of required stadium facilities, definition of accreditation zones
Signage meeting (only for 50% and 100% associations)	National association representatives, UEFA, stadium manager, UEFA-appointed signage company	Identification of required stadium facilities, discussion of requirements and logistics
Closing meeting	National association representatives, UEFA, stadium manager	Wrap-up and agreement on open issues

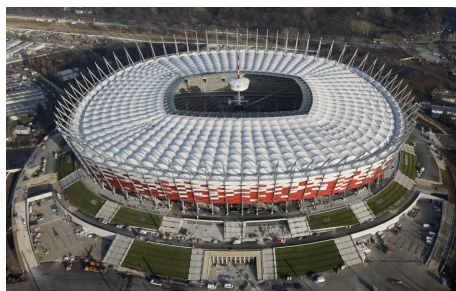
Site visit requirements

- National association representatives, including the Match Manager, and stadium personnel should be available throughout.
- The stadium facilities must be fully accessible.
- A meeting room should be made available with adequate infrastructure for presentations (screen, projector, etc.).
- Suitable refreshments should be provided.

1.5 STADIUM CATEGORIES AND COMPLIANCE WITH UEFA REQUIREMENTS

- For EQ matches, national associations should aim to use stadiums that meet the category 4 requirements as defined in the UEFA Stadium Infrastructure Regulations. If no category 4 stadiums are available, category 3 stadiums must be used as a minimum. Furthermore, any other relevant provisions regarding stadiums in other UEFA regulations (the competition regulations, the commercial regulations, etc.) also apply.
- Should proposed stadiums not meet the requirements, or in the event that additional facilities need to be secured, national associations will need to upgrade the facilities accordingly or secure the necessary facilities at their own cost.

- If a national association does not own the stadium where its EQ matches are to be played, it must ensure that the stadium owner agrees to abide by all relevant obligations in the commercial regulations and this manual. In the event that facilities required within the confines of the stadium are owned by or subject to an existing contract with a third party, the national association is responsible for securing the use and operation of such facilities for EQ matches.
- Should the land and/or facilities needed to fulfil requirements set out in this manual (such as the requested space to accommodate the TV compound, parking area, hospitality facilities or the media working area) not be owned by the stadium owner, the national association is responsible for securing the use of this land and/or facilities, making the required adaptations and returning everything to its original state after use.



1.6 MATCH PROFILES

For a number of reasons, such as the commercial importance of a match or the variety of media interest from country to country, broadcast and media requirements will differ significantly between EQ matches. To reflect this variety, three different match profiles with corresponding service levels have been identified: level A, level B and level C. Level A corresponds to a very high-profile match with a lot of broadcast and media interest, level B to a medium-profile match and level C to a low-profile match.

This classification is intended to assist national associations, ensuring that only the necessary facilities are required for any given match and allowing for some flexibility. Concrete requirements for the different levels are specified in chapters 2, 6 and 7. Associations will need to keep match profile classification in mind while selecting their EQ match stadiums, as level A matches need to be played in the best venue available.

Furthermore, UEFA may decide to send additional support staff (e.g. a venue director, media officer, security officer) for high-profile matches or any other match for which it deems the support necessary.



**EUROPEAN
QUALIFIERS**

2 GENERAL STADIUM FACILITIES

- 2.1 OVERVIEW OF REQUIRED FACILITIES
- 2.2 ACCESS TO FACILITIES AND RENTAL PERIOD
- 2.3 SECURITY
- 2.4 ACCESS TO FACILITIES FOR SPECTATORS WITH DISABILITIES
- 2.5 PITCH
- 2.6 TECHNICAL FACILITIES
- 2.7 RETRACTABLE ROOFS
- 2.8 STADIUM FLAGS
- 2.9 POWER, LIGHTING AND UTILITIES
- 2.10 SCOREBOARDS, VIDEOBOARDS AND INTERNAL STADIUM TV CHANNELS
- 2.11 EQ OFFICE
- 2.12 MEETING ROOMS

2

GENERAL STADIUM FACILITIES

2.1 OVERVIEW OF REQUIRED FACILITIES

The table below provides a brief summary of the facilities required for EQ matches. Further details and explanations are set out in detail in later sections of this manual.



General stadium facilities (chapter 2)	
Stadium	<ul style="list-style-type: none"> For EQ matches, national associations should aim to use stadiums that meet the Category 4 requirements as defined in the UEFA stadium infrastructure regulations. If no Category 4 stadiums are available, Category 3 stadiums must be used as a minimum. Furthermore, any other relevant provisions regarding stadiums in other UEFA regulations (competition regulations, commercial regulations, etc.) also apply.
Pitch	<ul style="list-style-type: none"> The field of play must be in excellent condition and measure 105m x 68m. An alternative training ground must be available for training sessions if holding a training session in the stadium could render the pitch unfit for the match.
Technical facilities	<ul style="list-style-type: none"> First-class dressing rooms must be provided for teams and referees. A doping control station must be located near the teams' dressing rooms. A room must also be provided for the UEFA delegate, located near the teams' and referees' dressing rooms. High-quality substitutes' benches must be provided to accommodate a minimum of 18 people. If space permits, up to five additional technical seats should be made available at least 5m behind or to the side of the substitutes' benches. A medical room dedicated to players and referees must be provided close to the dressing rooms.
Power	<ul style="list-style-type: none"> Host associations must provide specific levels of power for certain broadcast facilities (pitch view studios, indoor studios, super flash and flash interview positions and/or pitchside presentation positions).
Floodlighting	<ul style="list-style-type: none"> Floodlights must have a minimum illuminance of 1,400 EV (lux) towards the main cameras, uniformly distributed across the field of play.
Internet	<ul style="list-style-type: none"> Internet connections must be available in the EQ office, the UEFA delegate's room and in certain media areas (media working room, media tribune, photographers' working area and pitchside positions). Internet connections are also requested for commentary positions.
Offices	<ul style="list-style-type: none"> The EQ office must have a minimum of 50m² of functional space. Host associations are required to order an international phone line in the EQ office. Furthermore, an international phone line and an international fax line need to be made available in the UEFA delegate's room The installation costs for these phones will be assumed by the association, with call charges borne by the relevant user. One fast copy machine must also be provided, including technical assistance.
Meeting rooms	<ul style="list-style-type: none"> At least one meeting room that can accommodate up to 40 persons must be available on request.

Team agreements (chapter 4)	
Extra team seats	Seats for extra team staff to be agreed on reciprocal basis
Tickets (minimum quotas)	10 complimentary VIP tickets (with hospitality)
	90 complimentary Category 1 tickets (with or without hospitality)
	200 purchase Category 1 tickets for VIP and sponsor guests
	Visiting supporters' purchase tickets: 5% of the stadium capacity
	Purchase tickets with hospitality (if available): to be agreed between the two associations

Tickets, hospitality and parking for UEFA and EQ commercial partners (chapter 5)	
Tickets	30 complimentary VIP tickets 30 complimentary Category 1 tickets 30 purchase Category 2 tickets
Hospitality	Access to the host associations' hospitality area for the 30 VIP ticket holders
Parking	For all ticket holders as mentioned above, upon request

Broadcast facilities (chapter 6)			
Camera positions			
	<ul style="list-style-type: none"> - Main camera - Main close-up camera - Pitchside halfway camera - 16m cameras - Low behind-goal cameras - High behind-goal cameras - Reverse angle cameras - Beauty cameras 		<ul style="list-style-type: none"> - Handheld cameras - 6m cameras - Steadicams - 20m cameras - Mini-cameras - Bench cameras - Tunnel camera
Other facilities	Level A	Level B	Level C
Commentary positions	15	15	10
Pitch reporter positions	2 positions with a clear view of the substitutes' benches and additional positions behind goals		
Indoor studio	1	1	1
Pitch view studios	2	2	1
Flash interview positions	6	4	4
Super flash positions	2	2	2
Pitchside presentation areas	2 (3 positions per area)	2 (3 positions per area)	2 (3 positions per area)
TV compound (and separate uplink area, if required)	At least 1,000m ² of usable space (and minimum of 6 uplinks in any one uplink area)		
Observer tickets	20	10	10

Media facilities (chapter 7)			
	Level A	Level B	Level C
Media working area	50 seats	30 seats	20 seats
Media tribune	100 seats (50 with desk)	50 seats (25 with desk)	30 seats (15 with desk)
Press conference room	75 seats, space for 20 cameras	50 seats, space for 20 cameras	30 seats, space for 10 cameras
Audio splitbox	25 outputs	15 outputs	10 outputs
Mixed zone	50 persons	35 persons	35 persons
Photographers' area	25 positions	25 positions	15 positions

Logistics and signage (chapter 8)
<ul style="list-style-type: none"> – All national associations are responsible for the safe and secure storage of the UEFA venue material between matches and for making sure the material is available and ready for use when the UEFA venue manager arrives on site. – Associations using more than one home stadium are responsible for shipment between venues. – All 100% associations must provide a signage working area of around 50m² between MD-2 and MD+1. – For matches with double production, an additional signage working area of around 50m² is required.

2.2 ACCESS TO FACILITIES AND RENTAL PERIOD

For an EQ match to be organised efficiently and safely, it is vital that all those involved have full access to the designated areas. The access schedule below can be taken as the standard.

Matchday	100% associations	50% associations	0% associations
MD-2	Full stadium access	Access to UEFA office and TV compound	Access to UEFA office and TV compound
MD-1	Full stadium access	Full stadium access	Full stadium access
MD	Full stadium access	Full stadium access	Full stadium access
MD+1	Full stadium access	Full stadium access until five hours after the final whistle*	Full stadium access until five hours after the final whistle*

**The TV compound may be required until noon on MD+1 in case of removal of generators, broadcast vehicles etc. Security needs to be guaranteed by the host association.*

2.3 SECURITY

National associations are responsible for all aspects of security affecting the organisation of European qualifiers, including control of the pitch and dressing room areas. This section highlights some key issues, but full details are set out in the UEFA Safety and Security Regulations (2006 edition) and the UEFA Stadium Infrastructure Regulations (2010 edition).

General

- The host association ensures that all gates and emergency exits are kept free of any obstruction that could impede the flow of spectators.
- The most sophisticated anti-counterfeiting measures must be incorporated into match tickets. All police, security forces and stewards on duty in and around the stadium must be familiar with these measures in order to facilitate the rapid identification of any counterfeit tickets.
- The host association must provide any signage required to guide visiting team supporters in the relevant language. This includes ground rules, which must be clearly displayed both inside and outside the stadium. In addition, ground rules relating to prohibited items must be displayed at points of entry in the form of internationally recognised pictograms.
- The host association must provide one entrance that enables accredited EQ broadcasters access to the stadium with their cameras. All non-rights-holding broadcasters must be guided to the specially designated room to deposit their cameras (as further described in section 10.4).
- The general public must not enter the stadium with cameras or filming equipment that can record professional-quality moving pictures. The host association must ensure that this policy is communicated to the general public, and must implement appropriate checking systems at entrance gates and within the stadium.
- The host association must also provide security for the seating areas of EQ partners, EQ broadcasters and media commentary positions, and for all other EQ broadcaster and media facilities (e.g. the TV compound, broadcast studios, camera positions, and interview and presentation positions).



Television surveillance system

All stadiums used by national associations for their European qualifiers must be equipped (both inside and outside) with a permanent television surveillance system.

Public address (PA) system

The PA system must be operational during all EQ matches and must not be affected by any failure of the main power supply. It will be used to announce stadium activities, to deliver the UEFA pre-match announcement and to play the EQ walk-on music and the national anthems, if not performed live, before a match. In addition, it may be used at any time to convey messages from UEFA officials or local authorities (e.g. security announcements). Information on the operational procedures for the PA system for EQ matches can be found in section 3.9.

2.4 ACCESS TO FACILITIES FOR SPECTATORS WITH DISABILITIES



This section highlights the key issues with regard to access for supporters with disabilities as set out in Article 22 of the UEFA stadium infrastructure regulations.

- The stadium must have dedicated access points and seats for spectators with disabilities and their helpers.
- Spectators with disabilities must have dedicated sanitary facilities, as well as refreshment and catering facilities nearby.
- There must be at least one disabled toilet for every 15 wheelchair users.

Furthermore, UEFA and the Centre for Access to Football in Europe (CAFE) have published a good practice guide to creating an accessible stadium and matchday experience. This document, which can be downloaded from [UEFA.com](https://www.uefa.com), provides a benchmark for both new and existing stadiums and sets out UEFA's standards for matchday services and facilities as regards supporters with disabilities. All national associations are encouraged to follow the recommendations in this guide, which offers practical solutions with a view to delivering stadiums that are accessible, inclusive and welcoming for all.

2.5 PITCH

Pitch conditions

The pitch and associated equipment (goals, nets, corner flags and posts) and the area immediately around it, must be in conformity with the Laws of the Game and the UEFA stadium infrastructure regulations. The host association must ensure the highest pitch quality for all European qualifiers.

The host association also ensures that a spare goal and net are available and ready at the stadium on matchday, taking into account that, if a goal or goal net needs to be replaced at short notice, the spare goal or net must be safely fixed to the position of the original goal. Consequently, the host association is required to perform a full rehearsal regarding the goal replacement procedure, at both ends. It is also advisable to have replacement corner flags and flag posts available at the stadium, in case one of these gets damaged during the match.

When selecting a match venue, the national associations should consider which matches and events will be held in the same stadium in the weeks before the match in question, and include an appropriate pitch treatment plan with the agreement of the stadium owner and/or operator. If necessary, the host association will appoint its own pitch specialist to ensure the pitch is in perfect condition for the match.

Regarding artificial turf, the provisions set out in the competition regulations apply.

Pitch watering

The pitch watering schedule must be communicated by the host association at the matchday organisational meeting. The pitch must be watered evenly and not only in certain areas. As a general rule, pitch watering must finish 60 minutes before kick-off. However, if the referee and both associations agree, the pitch may also be watered:

- between 15 and 10 minutes before kick-off; and/or
- during half-time (for a maximum of five minutes, allowing substitute players to warm up on the pitch).

All pitch watering must be considerate of other activities, such as pitch repairs or ceremonies, as well as broadcasting equipment situated around the pitch.





UEFA recommendations on grass cutting and maintenance

- For natural grass pitches, the height of the grass should ideally be between 20mm and 30mm. The height of the grass may not, in principle, exceed 30mm, and the entire playing surface must be cut to the same height.
- The height of the grass should be the same for both the training session and the match.
- The grass surface must be freshly mown. If deemed necessary by the referee or a UEFA match officer, the host association may be requested to cut the grass before the training sessions and/or the match.
- If grass patterns are used, these must be in equal and perfectly straight bands (4m to 6m, ideally 5m wide) parallel to the goal lines; no other grass patterns are allowed.
- Pitch markings must be perfectly straight and all of equal width, in accordance with the width of the goal posts, but never more than 12cm.
- Markings must be white in all instances apart from heavy snow or fog, when the host association may consider painting the field markings in red after due consultation with the referee, the UEFA delegate and the UEFA match operations unit.

- No markings others than those for football pitches must be visible on the field of play or in its immediate surroundings.
- The host association must ensure that all the necessary measures are taken to guarantee the smooth running of the match. This includes providing:
 - brushes, etc. to assist with the drainage of the pitch in the event of heavy rain;
 - blowers, brushes, tractors, etc. to clear the pitch in the event of snow;
 - sufficient personnel to react to unexpected adverse weather conditions;
 - regular maintenance work, with repairs after each MD-1 training session, after the pre-match warm-up and at half-time.

Adverse weather conditions

It is the duty of the host association to monitor the weather in the weeks before the match and to anticipate possible adverse conditions affecting the venue and, in particular, the pitch.

In close cooperation with the stadium owner and/or operator, the host association will consider appropriate countermeasures to ensure the pitch is in the best possible condition, such as:

- protecting or sheltering all or part of the pitch;
- limiting the use of the pitch in the run-up to the match in question;
- painting the lines red in the event of heavy snow or fog;
- providing additional equipment (lighting, aeration, drainage, etc.);
- providing additional staff.

Space around the pitch

It is the responsibility of the host association to ensure that the area immediately adjacent to the pitch is safe for players and referees. If the stadium is used for other sporting events, such as athletics, the host association is responsible for ensuring that all items are either removed (e.g. hurdles) or safely covered and secured (e.g. jumping sandpit).

Organisers must ensure that photographers, television cameras and advertising boards positioned around the field of play respect the minimum distance of 3m set out in the competition regulations and do not pose any danger to players or officials.

The Laws of the Game allow for commercial advertising to be positioned at a distance of 1m from the boundary lines of the pitch. However, such advertising must be laid down horizontally on the ground (for example 3D carpets, pitch banners or flags) and must in no way and at no time obstruct the view of the pitch, the goals, the nets, the flag posts and corner flags, nor create any safety hazard. Furthermore, any such advertising must not be used by 100% associations because of their commercial agreements with UEFA.

Board height and positioning

The height of free-standing perimeter boards should not exceed 1m in order not to create any safety hazard for the players, i.e. to allow them to easily jump over the boards. Furthermore, ballboys/girls must be able to access the pitch by jumping over the boards or by passing through gaps between them. In no way should the perimeter boards significantly obstruct spectators' views (so that they have to stand up to see the match, for example). The host association may not sell seats from which the view is obstructed in this way. Television cameras should also be able to see over the boards comfortably.

Boards in front of the substitutes' benches

If, because of the stadium configuration, boards need to be placed in front of the substitutes' benches and fourth official's bench, the positioning of such boards must be agreed with UEFA in advance of the match.

Staff and vehicles around the pitch

Only staff who are strictly required to stay pitchside to fulfil their duties are allowed to remain around the pitch when the match is about to start. All other staff must take their seats in the stands or move to rooms from where they can attend their duties when needed. The host association must also give particular attention to the players' tunnel and ensure that this area is cleared as soon as the match starts.

The same applies to vehicles: no vehicle should remain parked or be moved around the pitch shortly before or during the match, unless there is an emergency. Whenever possible, emergency vehicles should always be parked discreetly (hidden by stadium walls) and should not be in permanent view of spectators in the stadium or on TV.

Additional delegation members from the home or visiting teams – i.e. staff or players in addition to those allowed to sit on the substitutes' benches and, if applicable, on the five additional technical seats – must be accommodated in the stands. The host association should reserve an appropriate area for such seats, in accordance with the ticketing agreement between the two associations.

Moveable pitch

In stadiums with a moveable pitch, the host association must ensure that the pitch is in position by:

- 08.00 on MD-1 for 0% associations and 50% associations
- 08.00 on MD-2 for 100% associations.

2.6 TECHNICAL FACILITIES

National associations must provide first-class technical facilities to ensure that players and match officials can carry out their activities in comfort and safety. This section highlights some key facilities, and further details are set out in the UEFA stadium infrastructure regulations.

Teams' dressing rooms

Two first-class dressing rooms must be provided for the teams. As a minimum, each dressing room must contain:

- changing facilities for 25 people;
- five showers and three individual seated toilets;
- a massage table and a tactical board.



Referees' dressing rooms

The stadium must be equipped with a high-quality referees' dressing room measuring at least 20m² and able to accommodate at least six people.

As a minimum, this dressing room must contain:

- changing facilities for six people;
- two showers and one individual seated toilet;
- a desk with two seats.

Doping control station

A doping control station must be provided near the teams' dressing rooms. It must be at least 20m² and comprise a waiting room, a testing room and a toilet, all adjoining.

- The waiting room must contain sufficient seating for eight people, clothes-hanging facilities and a refrigerator.
- The testing room must contain a table, four chairs, a sink with running water and a cabinet.
- The toilet area must include a seated toilet, a sink with running water and, if possible, a shower.

UEFA delegate's room

A room must also be provided for the UEFA delegate in the direct vicinity of the teams' and referees' dressing rooms. The UEFA delegate's room must be equipped with a chair, a table and communication facilities such as an international phone and fax line as well as internet connection.

Substitutes' benches

The stadium must be equipped with two covered substitutes' benches of high quality at pitch level, each with seating for 18 people, i.e. up to 12 substitute players and up to six team officials. As a rule, the away team is assigned to the substitutes' bench behind the assistant referee. The technical area in front of the substitutes' benches must be marked in accordance with the Laws of the Game: 1m to each side of each bench and forward up to 1m from the touchline.

Technical seats

If space permits, up to five additional technical seats are allowed for national association staff providing technical support to the teams during the match (kit manager, assistant physiotherapist, etc.). Registered players are not permitted to sit in the technical seats, which must be outside the technical area and at least 5m behind or to the side of the benches, but with access to the dressing rooms. The names and functions of everyone in these seats must be listed on the match sheet.

Medical room

An emergency medical room for the sole use of players, referees, team officials and match officers is a mandatory requirement for all matches. This medical room must be located close to the dressing rooms and fulfil the requirements set out in the UEFA Medical Regulations (2013 edition).

Warm-up area

The warm-up area is designated at the matchday organisational meeting: the referee determines exactly where the players may warm up and how many substitutes are allowed to warm up simultaneously. The fitness coach (indicated on the match sheet) may join the players warming up.

Ideally, the surface of the warm-up area should be the same as that of the field of play. In all other cases, the host association must ensure that the players can warm-up on high-quality artificial turf, solidly fixed to the ground.

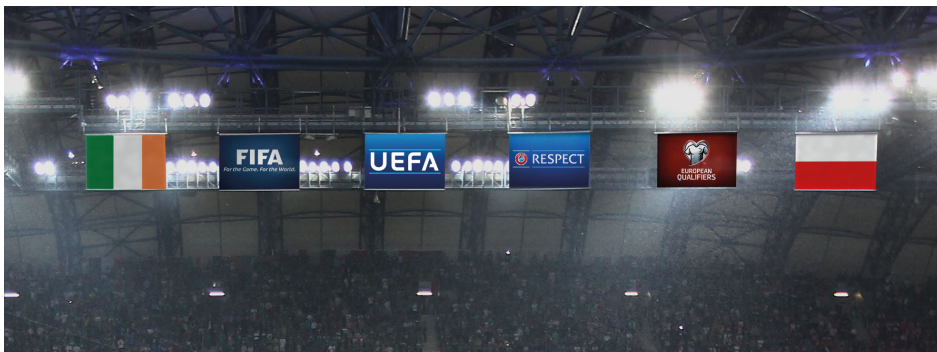
2.7 RETRACTABLE ROOFS

- Before the match, the UEFA delegate, in consultation with the referee, decides whether a stadium's retractable roof will be open or closed during play.
- This decision must be announced at the matchday organisational meeting, although it may subsequently be altered by the UEFA delegate at any time prior to kick-off or during half-time (again, in consultation with the referee), if the weather conditions change.
- If the match starts with the roof closed, it must remain closed until half-time or for the entire match.
- If the match starts with the roof open, only the referee has the authority to order its closure during the match, subject to any applicable laws issued by a competent state authority. Such a decision may only be taken if the weather conditions deteriorate significantly. If the referee does order the closure of the roof during the match, it must remain closed until half-time or the final whistle.
- The host association must inform UEFA about any constraints preventing the roof from being closed in specific conditions (e.g. strong wind or rain, or the fact that the roof cannot be closed when people are inside the stadium).



2.8 STADIUM FLAGS

Protocol flags



For each match, the host association is requested to fly the UEFA, FIFA, UEFA competition and UEFA Respect flags as well as the two national team flags. The flags must be flown horizontally and in the following order.

EQ – 6 fixing points

Stadium roof					
Home team national flag	FIFA	UEFA	RESPECT	EQ	Away team national flag

Further flag specifications:

Type	Home team	FIFA	UEFA	RESPECT	EQ	Away team
Size	1.8m x 2.4m	1.5m x 2.5m	1.8m x 2.4m	1.8m x 2.4m	1.8m x 2.4m	1.8m x 2.4m
Provided by	Host association	FIFA	UEFA	UEFA	UEFA	Visiting association

If only five positions are available and the competition flag can be displayed in another suitable location within the stadium, the flags must be flown in the order illustrated below.

EQ – 5 fixing points

Stadium roof				
Home team national flag	FIFA	UEFA	RESPECT	Away team national flag

As a rule, the flags of the home and away teams must always be the same size. The protocol flags must be clearly visible from the VIP seats in the stadium.

If the host association wishes to display additional flags (e.g. an association flag with logo), these may be flown from another location within the stadium. The inclusion of additional flags in the protocol flag display must be approved by UEFA.

Flag handling

Protocol dictates certain etiquette when handling a flag, a nation's foremost symbol.

- No flag should be in a position lower than another flag.
- No nation's flag should be smaller than that of another.
- Flags should be securely fastened so as not to fall when flown.
- When a flag visibly deteriorates, it should be replaced with a new one.

2.9 POWER, LIGHTING AND UTILITIES

General

Existing power (including backup power), lighting, water and general utilities at the stadium must be provided free of charge by the host association within the stadium areas used for the organisation of European qualifiers, including the following:

- EQ office;
- EQ broadcaster facilities;
- media facilities;
- signage supplier working and storage areas;
- hospitality areas.

Power

In addition to the general requirement for the host association to provide the existing power supply for all broadcast and media facilities, it must also provide a specific level of power for certain broadcast facilities. These requirements are specified in section 6.11.

General lighting

- Adequate lighting must be provided on the day prior to the match for EQ broadcaster activities, team training sessions and the line-up rehearsal.
- On matchday, adequate lighting must be provided as of the beginning of any EQ broadcaster activities and no later than one hour before kick-off, in time for the teams' pre-match warm-up.
- In addition, stadium lighting and power must remain at a working level after the match for the EQ broadcasters (and the signage supplier in the case of 100% associations) to dismantle their materials. Any costs associated with the availability of such lighting and power must be borne by the host association.

Floodlights

National associations must provide lighting for the pitch to the following specifications:

- minimum average horizontal and vertical illuminance levels of 1,400 EV (lux);
- uniform coverage of every area of the playing field, including the corners.

For all matches, the host association must also ensure that:

- floodlighting installations are fully maintained;
- alternative (backup) power is available for the floodlighting system. This must be an independent broadcast lighting mode with an average illuminance of at least 800 EV (lux) to cover the pitch in the event of a power failure. The host association must provide details of the emergency lighting source (e.g. time delay and EV (lux) level) to UEFA.

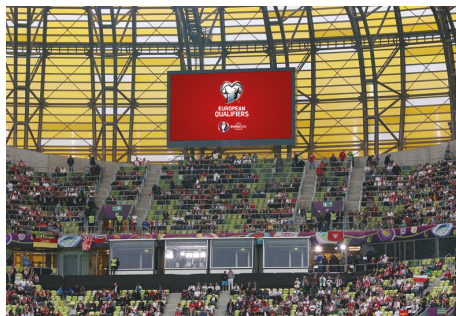
UEFA reserves the right to appoint an independent expert who will check the level of floodlighting, and associations are requested to cooperate fully with such inspections.

Internet and telephone

- Host associations must provide internet connections for the media, the specifications for which can be found in section 7.6.
- They are also asked to order an international phone line and provide internet access in the EQ office (see also section 2.11). Furthermore, an international phone and fax line needs to be made available in the UEFA delegate's room.
- Technical assistance must be provided by the host association free of charge in relation to these lines. Costs relating to the installation and provision of lines are to be assumed by the host association, but call charges are to be billed to the relevant users.
- EQ broadcasters are responsible for booking their own telephone, ADSL and ISDN lines with their local telecom operators, and these lines will then be installed on site by the local telecom company in the country of the host association. If required, host associations are requested to provide support to EQ broadcasters, free of charge, when dealing with the local telecom company on site. In addition, if the local telecom company charges a fee to provide technical support, this will be covered by the host association.

2.10 SCOREBOARDS, VIDEOBOARDS AND INTERNAL STADIUM TV CHANNELS

- National associations must ensure that scoreboards, videoboards and internal stadium TV channels are fully available and functional to display match information, including the scores from other relevant matches.
- Associations may use branding elements in accordance with the EQ brand guidelines.
- Information on the operational and commercial procedures for scoreboards, videoboards and internal stadium TV channels can be found in section 3.9.



2.11 EQ OFFICE

A minimum of 50m² of total office space is required for UEFA from MD-2 to MD+1. The host association ensures the security of the office at all times and that the facilities are available from 08.00 on MD-2. These offices must contain the following items as appropriate:

- fast wireless or cabled internet access (minimum speed 1Mb/sec) for four people (100% associations) or two people (0% and 50% associations);
- one fast copy machine, including technical assistance and paper (A4 and A3);
- a phone with an international phone line;
- tables and chairs (workspace for three to five people);
- power sockets;
- sufficient lighting;
- heating or air conditioning (if required).

2.12 MEETING ROOMS



A number of official meetings are held during site visits and in the course of a matchweek. The host association is responsible for providing appropriate meeting rooms, tables and chairs, and a reasonable amount of complimentary refreshments.

Site visits

Meeting	Number of participants
Opening meeting	Up to 10
TV meeting	10–15
Signage meeting (50% and 100% associations only)	Up to 5
Closing meeting	Up to 10

Matchweek

	Meeting	Number of participants
MD-1	National associations meeting*	Up to 10
	TV meeting	10–15
MD	Organisational meeting	20–40
	TV meeting	15–30
	Debrief meeting	Up to 10

* Meeting between representatives of the national association, including the Match Manager, the UEFA Venue Manager and other match organisation and stadium personnel to discuss operational matters.



**EUROPEAN
QUALIFIERS**

3 MATCH ORGANISATION

- 3.1 UEFA PERSONNEL
- 3.2 NATIONAL ASSOCIATION PERSONNEL
- 3.3 UEFA SUPPORT AND ORGANISATION
- 3.4 PROJECT PLANNING, REPORTING AND IMPLEMENTATION
- 3.5 PLAYER REGISTRATION
- 3.6 KIT RULES
- 3.7 MATCHWEEK SCHEDULE OVERVIEW
- 3.8 MATCHWEEK ACTIVITIES UNTIL MD-1
- 3.9 MATCHDAY ACTIVITIES
- 3.10 MATCH PROCEDURES
- 3.11 DOPING CONTROL
- 3.12 MEDICAL REQUIREMENTS

3

MATCH ORGANISATION

3.1 UEFA PERSONNEL

A number of UEFA representatives will attend EQ matches to liaise with the national associations and provide organisational support. Key staff will be on site for each match, while others will only be appointed to selected matches.

	Personnel	Function(s)	Ticket(s) and liaison	Transport and hotel	Arrival/ departure
On site for each match	UEFA delegate	The highest UEFA representative on site, with overall authority for all aspects of match organisation	VIP ticket and liaison officer provided by host association	Provided by host association	MD-1/MD+1
	UEFA referee team	The official referee, two assistant referees, the fourth official and two additional assistant referees	Liaison officer provided by host association		MD-1/MD+1
	UEFA referee observer	Takes overall responsibility for all matters related to refereeing	VIP ticket next to the UEFA match delegate; same liaison officer as for UEFA referee team		
	UEFA venue manager (VM)	Implements the EQ commercial concept, manages EQ broadcaster and sponsor operations	Not needed	Organised by UEFA	MD-2/MD+1
	UEFA venue data coordinator (VDC)	Gathers live data on site, compiles official match statistics together with the referee	Not needed	Organised by UEFA	MD-1/MD+1

	Personnel	Function(s)	Ticket(s) and liaison	Transport and hotel	Arrival/ departure
On site for selected matches	UEFA President, Presidential Delegate or General Secretary	Special UEFA attendee	UEFA will inform the host association in advance if the UEFA President or other high-ranked UEFA representatives are attending a match and indicate the services (ground transport, hotel booking, VIP ticket, etc.) to be provided.		
	UEFA security officer	Oversees all matters related to security	VIP ticket and liaison officer provided by host association	Provided by host association	MD-2 or MD-1/ MD+1
	UEFA technical observers	Former coaches or other football experts responsible for drawing up technical reports	VIP ticket provided by host association	Organised by UEFA	MD
	UEFA doping control officer (DCO)	Deals with all matters related to anti-doping procedures	VIP ticket and liaison officer provided by host association	Makes hotel arrangements and is responsible for transport to hotel after the doping control	MD
	UEFA venue director (VD)	Acts as tutor and observer and provides support to the host association's match manager	Not needed	Organised by UEFA	MD-2/MD+1
	UEFA media officer (MO)	Acts as tutor and observer and provides support to the host association's match manager	Not needed	Organised by UEFA	MD-2/MD+1
	UEFA broadcast manager	A TV expert supporting on-site broadcast operations	Not needed	Organised by UEFA	MD-2/MD+1
	UEFA signage manager	Deals with advertising boards and other branding elements	Not needed	Organised by UEFA	MD-2/MD+1

Please find on the next pages some further information for some of the above mentioned target groups regarding their role and any special requirements for their visit.

The UEFA delegate

Key tasks

- Liaising with the national associations' match managers in advance of the match;
- Conducting a stadium tour and briefing with the host association's match manager on MD-1;
- Leading the pitch inspection at 10.00 and chairing the organisational meeting at 10.30 on MD;
- Participating in any security meeting held on MD-1 or MD;
- Submitting the match preparation reports to UEFA;
- Ensuring the match is correctly organised and that the competition regulations are adhered to, including the rules for order and security inside and outside the stadium before, during and after the match;
- Holding a debrief meeting with the host association's match manager after the match;
- Submitting the delegate's report to UEFA after the match.

Special requirements

- The UEFA delegate must have an office in the direct vicinity of the teams' and referees' dressing rooms; this room must be equipped with a chair, a table and phone, fax and internet facilities.
- The host association must provide a delegate liaison officer to accompany the UEFA delegate throughout his stay.
- The host association must allocate a vehicle with a dedicated driver to the UEFA delegate.

- The UEFA delegate must be given a VIP seat next to the other UEFA officials. The delegate's VIP seat must allow for easy access and egress, even when the match is in progress.
- The host association is responsible for booking and paying for the UEFA delegate's hotel accommodation. Usually and whenever possible, the UEFA delegate should be accommodated at the same hotel as the referees.

The UEFA referee team and UEFA referee observer

Description

- The team consists of the referee, two assistant referees, the fourth official and two additional assistant referees. The referee observer evaluates the performance of the referee team.
- The UEFA referees are selected from the FIFA list of international referees. Referee appointments must remain strictly confidential until UEFA makes the announcements public a few days before the match in question.

Special requirements

- The host association must appoint a referee liaison officer to take care of the referee team during their stay, acting as an official representative of the association and in accordance with the relevant UEFA guidelines.
- The host association must select the referees' hotel with the necessary care (single rooms, different from team hotels, etc.) and offer the best possible conditions for the referees to prepare for the match. The host association is responsible for booking and paying for this accommodation.

- As a rule, the referee team will travel together. For ground transport at the venue, the host association must provide a spacious, comfortable nine-seat vehicle. For transport to and from the stadium on matchday, the same principles apply for the referees as for the teams (police escorts).
- The UEFA referee observer must be given a VIP seat next to the UEFA delegate.
- If requested by the referee, the host association should provide a referee physiotherapist, seated in an appropriate position in the stadium.



Referee team

The UEFA venue manager

Key tasks

- Television
 - Identifying and managing all broadcast facilities together with the match manager, stadium manager and host broadcaster;
 - Liaising with the national associations, broadcasters (host and visiting) and technical suppliers;
 - Protecting broadcasters' exclusivity;
 - Ensuring a high-quality multilateral signal;
 - Delivering defined services to all EQ partners on site.
- Sponsorship and promotional rights
 - Ensuring that the associations deliver the sponsorship and promotional rights in accordance with their obligations;
 - Supervising the installation of perimeter boards and UEFA signage material (if applicable) in line with UEFA standards and regulations.

- Match organisation
 - Supporting the host association to implement the accreditation system;
 - Overseeing the distribution of the contractually agreed number of tickets and VIP passes to UEFA and EQ commercial partners.

Special requirements

Please see specifications regarding EQ office requirements in section 2.11.

The UEFA venue data coordinator

Key tasks

- Producing the official line-up sheet based on the match sheets submitted by the teams;
- Compiling official match statistics and having this information confirmed by the UEFA referee.

Special requirements

- The venue data coordinator requires a commentary position equipped with power and a dedicated LAN cable capable of handling two simultaneous connections in order to transmit the necessary data to UEFA before and during the match.

The UEFA security officer

Key tasks

- Conducting an initial assessment of the match safety and security concept, the validity of the risk assessment and all associated preparations;
- Monitoring stadium, safety and security matters and providing advice as required;
- Reporting to UEFA in a timely manner on the implementation of the safety and security concept and relevant incidents;
- Liaising with the associations' security officers and match managers;
- Providing any required support to delegates in their tasks.

Special requirements

- The host association provides ground transport to and from the venue.
- The security officer must be given a VIP seat next to the UEFA delegate.

- The host association is responsible for the UEFA security officers' hotel booking and payment. Whenever possible, the security officer should be accommodated at the same hotel as the UEFA delegate.

The UEFA doping control officer

Key tasks

- Dealing with all matters related to anti-doping procedures and doping controls (further details can be found in sections 2.6. and 3.11).

Special requirements

- The appointment of a doping control officer and the logistical details (duration of stay, travel, hotel, etc.) related to such an appointment will not be communicated to the national associations.
- At each match, the host association must have a doping control liaison officer ready and available to assist a doping control officer.
- Doping control officers will make their own way to the stadium, entering by the gate indicated by the host association. All stewards and access control staff must be briefed to recognise a UEFA doping control officer pass as a valid entry accreditation.
- The doping control liaison officer is responsible for organising return transport to the hotel for the doping control officer after the doping control.
- However, doping control officers are responsible for making their own hotel bookings.
- The doping control officer should be allocated a VIP seat, ideally next to the UEFA delegate.

3.2 NATIONAL ASSOCIATION PERSONNEL

National associations are completely responsible for organising and running their EQ matches. It goes without saying that a high number of staff will be involved in organising matches, appointed either by the host association directly, by its partners (host club, stadium, stewarding company, etc.) and by the authorities.

For UEFA, the main contact for all match-related issues is the match manager, who UEFA will always strive to keep informed on all overall coordination issues. However, when appropriate, UEFA will be in direct contact with other key members of the event organisation team.

Personnel	Function
Match manager (MM)	Responsible for match operations and overall coordination
Press officer	Manages national association media operations and services
Team liaison officer	Looks after the visiting team – see section 4.4 for details
Stadium manager	Responsible for stadium operations and facilities
Safety and security officer	Responsible for safety and security matters with the relevant authorities
Ticketing manager	Responsible for ticketing matters
Marketing manager	Responsible for commercial matters related to associations' rights
Volunteers	Provide assistance to the associations on organisational issues

The match manager

General principles

Match managers represent their associations and do not represent UEFA as such. The title of match manager reflects these people's level of qualification as well as their key contact role and decision-making power in relation to match operational matters. The match manager will work in close cooperation with the UEFA venue manager who is in charge of the delivery of contractual obligations towards EQ commercial partners.

It is the duty of the match manager, acting as the key contact person for UEFA and for the visiting team, to channel the information flow between UEFA, the visiting team and the local stakeholders. As such, match managers are responsible for ensuring that matches are organised as stipulated and recommended in this manual and in all relevant regulations. A key duty is to keep a global overview on

any issues that may affect the running of a match or that may impact on match officials or the teams. This requires good and frequent communication with venue team members, team representatives and officials. The match manager must therefore be fluent in both written and spoken English.

National associations are responsible for ensuring that their match managers are given the necessary resources to organise matches in accordance with the required standards: a sufficient number of qualified staff must be available from the association, the stadium or any other relevant third party, and must be able to dedicate the necessary time and attention throughout the whole project, i.e. from preparation, through implementation to closing and debriefing.

Key tasks

In advance of the match:

- Gathering and reviewing all relevant match information;
- Coordinating all organisational activities and events related to the match and personally attending the match preparation meetings;
- Providing information to UEFA on the selection of the match venue and other details as requested;
- Getting in touch with the visiting team's main contact person to discuss the general match arrangements and remaining available during the match preparation period;
- Participating in site visits organised by UEFA to determine specific match arrangements;
- Submitting pre-match reports to UEFA;
- Liaising with the UEFA delegate and the UEFA match operations unit to exchange information on match preparations;
- Ensuring that all the required facilities and materials are in place for the visiting team's training session and that the pitch is prepared accordingly.

On the day before the match:

- Ensuring that all rooms and equipment are prepared accordingly (delegate's office, dressing rooms, training balls, doping control station, medical examination room, ambulance, pitchside medical crew) and that the pitch and its surroundings are prepared and safe for players and officials;
- Preparing the matchday organisational meeting form, to be reviewed by the UEFA delegate on arrival at the stadium;
- Meeting the UEFA delegate at the stadium, providing all the necessary information for the matchday organisational meeting, identifying any additional matchday needs and ensuring that the UEFA delegate is given a comprehensive tour of the stadium;

- Accompanies the UEFA delegate to review the minimum medical regulations with the stadium doctor;
- Attending the visiting team's official training session and remaining available to the visiting team as required;
- Attending any security meetings or other preparatory meetings and ensuring that the UEFA delegate or other UEFA official can also attend such meetings as needed;
- Attending the TV meeting (or ensuring that a deputy with equivalent decision-making power can do so).

On matchday:

- Preparing the meeting room and the documents for the matchday organisational meeting;
- Accompanying the UEFA delegate and UEFA referees on their inspection of the pitch (10.00 local time);
- Attending the matchday organisational meeting (at 10.30 local time), assisting the UEFA delegate and holding a debrief meeting with the UEFA delegate following the organisational meeting;
- Attending any other meetings and ensuring the UEFA delegate is aware of such meetings;
- Remaining in close contact with the UEFA delegate throughout matchday and remaining available to the visiting team as required;
- Arriving at the match stadium no later than three hours before kick-off, before the stadium gates open to the public;
- Accompanying the UEFA delegate to review the minimum medical regulations with the stadium doctor;
- Remaining at the disposal of the UEFA delegate, the visiting team and other key persons involved in organising the match throughout, until all post-match activities have been concluded;

- Taking all measures required to start the match on time, either in person or by working closely with an appointed “countdown manager”;
- Meeting the UEFA delegate at an agreed time after the match (approximately 45 minutes after the final whistle);
- Getting in touch with the visiting team’s key contact person to ensure the smooth departure of the delegation and to receive their feedback on how the match was organised;
- Attending a debrief meeting with the UEFA venue manager and any other relevant national association or UEFA representatives.
- Stadium infrastructure should be in line with the requirements, and no temporary stands or seats without minimum backrests of 30cm may be used.
- Ticketing, VIP hospitality, protocol and accreditation arrangements should be in place.
- Media and TV activities should be organised so as never to encroach on the teams’ activities beyond their obligations.
- National associations’ marketing activities should be carried out in line with the specifications in this manual and any other relevant regulations.
- UEFA promotional activities should be implemented.

In the day(s) after the match:

- Leading the debrief process within the association and with the relevant external partners;
- Submitting the debrief report to UEFA within a week of the match in cooperation with the UEFA venue manager.
- Arrangements for doping controls should be put in place.
- Team line-up sheets should be copied and distributed as quickly as possible once they have been produced by the venue data coordinator.
- At the matchday organisational meeting, the countdown to kick-off, the line-up procedure and the procedure for all match arrangements (materials, catering, etc.) should be explained.
- Before the match, the referee and the teams should receive a final briefing on any open issues if needed.

Special requirements

The match manager ensures that the following key tasks are taken care of in line with the specifications in this manual and other relevant regulations, either in person or by the other people responsible, and that all parties are duly informed.

- The two teams, the UEFA delegate and other UEFA representatives, and the UEFA referees should be well looked after and receive the appropriate services.
- Safety and security measures, including the minimum standard medical equipment for UEFA matches, should be in place at the stadium and other locations, as needed and in accordance with the agreed match security plan.
- Providing UEFA with up-to-date information on team media activities, team news, etc.;
- Ensuring that all media facilities and services for home matches meet UEFA requirements as set out in the commercial regulations and this manual;
- Overseeing facilities, operations and services of all media activities;

The press officer

Key tasks

- Acting as a permanent point of contact for UEFA media services and operations;
- Managing media accreditation at home matches for the local media, media representatives covering the visiting team and any other media representatives (except EQ broadcasters);
- Supporting the home press officer (at away matches).

For further information on the role of the national association's press officer, please see chapter 9.

Volunteers

The host association should use the European Qualifiers as well as other events and matches under its responsibility to run a volunteers programme. Volunteers will be able to support the association's event and match organisation teams during peak periods, and will allow the association to build up knowledge and create a permanent legacy in the venue(s) and region(s) hosting matches or events.

Activity areas for volunteers could include:

- spectator assistance (e.g. helping fans to their seats, giving directions inside and outside the stadium, supervising parking, distributing leaflets);
- ticketing (e.g. running information points, picking up reserved tickets);
- accreditation (e.g. preparing, distributing and collecting accreditation badges, lanyards and bibs);
- media (e.g. distribution team sheets to media representatives);
- entertainment activities (e.g. helping to conduct ceremonies, carry flags, etc.).

3.3 UEFA SUPPORT AND ORGANISATION



The UEFA administration will provide support to the associations and UEFA representatives throughout the qualifying competition.

UEFA competition management (Competitions division)

- Key contact for national associations on competition-related matters and the overall concept of the match manager programme.
- Areas of responsibility: competition regulations, circular letters and official communication, training concept, strategy and finances.
- Contact persons: Marcello Alleca, Anneli Eriksson

UEFA match operations unit (Competitions division)

- Key contact for national associations' match managers, UEFA delegates, UEFA security officers, UEFA venue directors on operational and logistical matters as well as for reporting and briefing/debriefing around the matches.
- Areas of responsibility: match preparations and operations, stadium infrastructure, venue announcements, security matters, player registration, match sheets, playing kit.
- Contact persons: Keith Dalton, Alexander Higgins, Martine Senn
- Dedicated e-mail: eq16ops@uefa.ch
- Dedicated phone line: +41 22 707 22 02

UEFA commercial operations (National Team Operations Unit)

- Key contact for UEFA venue managers and UEFA commercial partners on all commercial operations and broadcast-related matters.
- Areas of responsibility: implementation of commercial concept and broadcast matters.
- Dedicated e-mail: qualifiers@uefa.ch
- Dedicated phone-line: +41 22 707 2120
- Contact persons: Christoph Jung, Didier Andrist, Bettina Gressel, Marion Ragusa

UEFA match command centre

On MD, all relevant UEFA units will be represented in the “UEFA match command centre” to ensure a consistent and efficient processing of any match related issues and to provide all parties with the most complete support possible.

Any issues or questions that arise and cannot be solved on site may be escalated to the UEFA match command centre.

Red level: UEFA hierarchy/competition managers/specialists

Yellow level: UEFA Match Command Centre

Match Operations

Commercial
Operations

TV Operations

Green level: On site resolution of issues

UEFA Delegate

Match Manager

UEFA Venue
Manager

3.4 PROJECT PLANNING, REPORTING AND IMPLEMENTATION

Each national association should manage each match as a distinct project. The project will be officially opened, with all parties concerned being given a briefing on their roles, and a debrief will close the project. Although the project set-up should not change much from one home match to another, it is important to work with updated and accurate information specific to each match.

Project set-up and staffing

Each association sets up projects to suit its own organisational structure and depending on the partners involved. Associations must ensure that all areas and domains needed to organise a match are duly covered. For each match, the following key tools should be issued and circulated to all parties involved:

- a match organisation chart with the names and areas of responsibility of all staff involved, including the match manager as the central coordinator and key UEFA contact;
- a contact list, complete with correct details of all staff involved;
- an activity plan, scheduling all key activities and events leading up to the match; this should become more detailed in matchweek and in particular for MD-1 and MD.

The match manager should set up the project with all parties involved and officially kick off the preparations for the match either with specific written communication or, preferably, with a kick-off meeting. The national

association and the match manager will agree the most suitable timeline, but such a process should start no later than 10–12 weeks before the match. The timing will also depend on the number of support staff (e.g. team liaison officers, interpreters) and volunteers to be recruited.

The kick-off meeting should be convened with sufficient notice so that the participants can prepare themselves. The agenda must be agreed in advance and sent out with the meeting invitations. The match manager should take the content of this manual as a reference and adapt it to the association's specific needs to ensure the agenda is comprehensive and relevant. The match manager should also chair the meeting.

The match manager will establish a project plan in which reports to UEFA and exchanges with UEFA representatives are included as key milestones.

Match Organisation: Project Milestones								
Host NA confirms match venue	MM calls for kick-off meeting & confirms org. chart / contact list / activity plan	MM confirms his/her appointment & submits Match Preparation Report 1	MM submits Match Preparation Report 2	MM is in close contact with UEFA Deleagte and UEFA Match Operations Unit				MM leads NA internal debrief process MM participates in Post-Match Debrief report to UEFA
				MM submits Match Preparation Report 3	MD-1 Flash Report by UEFA Delegate MM attends MD-1 trainings & TV meeting MM briefs UEFA Delegate & shows stadium	MM assists the UEFA Delegate in Org. Meeting MD ad-hoc Flash Report by UEFA Delegate MM supervises CDKO	MM meets UEFA Delegate and UEFA VM post match Post-match Report by UEFA Delegate	
MD-120 days	MD-3 months	MD-6 weeks	MD-3 weeks	MD-1 week	MD-1 day	MD	Post-match	MD+1 week

Confirmation of the match manager

At the latest six weeks before a match, the host association must formally confirm its match manager to the UEFA match operations unit. UEFA will then include the relevant contact details of the match manager in all official correspondence related to the match (e.g. information and appointment letters

to UEFA officials and the visiting team). Six weeks before the match, the match manager will submit his/her first report to UEFA (Match Preparation Report 1) knowing that further details will be added as soon as new information becomes available.

Reporting

The match manager will submit a series of pre-match reports to the UEFA match operations unit, which should constitute a tool to give out early warnings, to signal possible challenges and to outline countermeasures taken or to be considered. Based on the report, UEFA will be able to advise the association, to agree on the monitoring of certain issues (e.g. regular reports on pitch conditions) or to

provide support (e.g. appointment of a UEFA security officer or UEFA media officer). For the match preparation reports to be accurate and relevant, the match manager will have to do the necessary research and preparations beforehand. The reports must include input from external partners and the authorities involved in organising the match.

Report	Submission deadline	Responsible
Match preparation report 1	Six weeks prior to the match	Match manager
Match preparation report 2	Three weeks prior to the match	Match manager
Match preparation report 3	One week prior to the match	Match manager
MD-1 flash report	MD-1	UEFA delegate
MD ad hoc flash report	MD after the organisational meeting	UEFA delegate
Post-match delegate's report	MD after the match	UEFA delegate
Post-match debrief report	Within a week of the match	UEFA venue manager and match manager

Debriefing

Post-match debrief report to UEFA

Approximately 90 minutes after the final whistle, a debrief meeting should take place in the stadium, chaired by the match manager and attended by the UEFA venue manager, the national association press officer and, if appointed, the UEFA venue director and UEFA media officer. A debrief report, jointly compiled by the UEFA venue manager and the match manager, needs to be submitted to UEFA no later than one week after the match.

National associations' internal debrief process

The association must close each match with a complete debrief, coordinated by the match manager, including all persons involved in organising the match – within the association, and from external partners and the authorities.

To obtain fruitful feedback from the debrief, the match manager should prepare the process in advance by advising all persons concerned to:

- take notes from the start of the project, during the preparation phase and during the match itself;
- be aware of the deadlines after the match and deliver their debrief notes on time.

Cooperation with the UEFA delegate

One week before the match

The match manager should make contact with the UEFA delegate at least one week before the match in order to exchange information on the preparations.

MD-1 briefing

The match manager should meet and brief the UEFA delegate on arrival at the stadium on MD-1. This briefing should include a tour of the stadium, including all relevant facilities outside of the stadium.

The matchday organisational meeting must also be discussed and prepared, and the match manager will provide the relevant details for the delegate's report. After the match manager's briefing and following the stadium inspection, the UEFA delegate will report back to the UEFA match operations unit (MD-1 flash report).

MD briefing

After the matchday organisational meeting, the UEFA delegate and the match manager will briefly discuss the outcome of the meeting so that the UEFA delegate can give a status report to the match operations unit (MD ad hoc flash report).

Post-match debrief

The match manager will meet the UEFA delegate at an agreed time and place (usually approximately 45 minutes after the match in the UEFA delegate's room) to debrief on the main issues.

The UEFA delegate will later submit the official report to UEFA (post-match debrief report).

Cooperation with the visiting association

The host association should ensure that information is regularly exchanged with the visiting association in the match preparation phase as well as during their stay in the host country.

The host association should also assign dedicated staff (team liaison officer, interpreter, drivers, etc.) to ensure the well-being of the visiting team during their stay. In addition, it will be the duty of the match manager to be in direct contact with the visiting association and to meet the visiting delegation on MD-1 (training session) as well as on MD at their arrival at the stadium, to ensure they are well looked after until they leave the stadium after the match.

Cooperation of the visiting association

It is the duty of the visiting association to actively provide the host association and the host country's authorities, as well as UEFA whenever appropriate, with timely and accurate information on the visiting team's plans for the match. The visiting association should strive to provide as much of this information as possible well in advance of the match, so that it can be included in the pre-match report to be submitted to UEFA.

3.5 PLAYER REGISTRATION

Each association must provide the UEFA administration with a list of 23 players (surnames, first names, clubs and dates of birth) as well as the surnames, first names and dates of birth of the head coach and assistant coach, mentioning their coaching qualifications. Three of these 23 players must be goalkeepers. This list must be completed

online by 12.00CET the day before the match, after which it will be published by the UEFA administration.

At the matchday organisational meeting, a signed copy of the final list of 23 players must be supplied to the UEFA delegate.



3.6 KIT RULES

Kit approval

Only kits that have been sent to and approved by UEFA may be used. In the event of a change, new kit samples must be sent to the UEFA administration for approval at least two weeks before the match in which they are to be used.

The kit rules, as defined in the UEFA Kit Regulations (2012 edition), apply to all members of the team – including players and

officials – and are valid for all items of clothing and equipment worn and used throughout the qualifying competition. They apply, unless otherwise specified, on matchday from the moment the persons concerned enter the controlled stadium area until they leave it, and also include, for the avoidance of doubt, all MD and MD-1 activities.

Kit item	Sponsorship logo	Manufacturer identification (MI)	National association (NA) identification		
			Official emblem	NA or country name (including abbreviation)	National flag or official national symbol
Playing shirt	No	One MI on chest (max. 20cm ²) One or more 'design marks' on a band of max. 8cm on each sleeve (but leaving a free zone of 12cm long)	Once on the front of the shirt at chest height (max. 100cm ²) Once at the bottom of each single figure of the player number (max. 5cm ²) All or part of the emblem once on the back of the shirt, centred in the collar zone (max. 12cm ²)	One name on the front of the shirt in any position (max. 12cm ² , letters max. 2cm high) If no emblem appears, name may be max. 100cm ² and 5cm high One name within the collar zone (max. 12cm ² , letters max. 2cm high) One name on the back of the shirt below the number (letters max. 7.5cm high)	Once on the front of the shirt at chest height (max. 100cm ²) Once on the back of the shirt above the number (max. 25cm ²)
Playing shorts	No	One MI in any position on either leg (max. 20cm ²) One or more 'design marks' on a band of max. 8cm width on the bottom edge or outer seam	Once on the front of either leg (max. 50cm ²) Once at the bottom of each single figure of the player number	One name anywhere on shorts (max. 12cm ² , letters max. 2cm high) If no emblem appears, name may be max. 50cm ² , letters 5cm high	Once on the front of the shorts (max. 25cm ²)

Kit item	Sponsorship logo	Manufacturer identification (MI)	National association (NA) identification		
Playing socks	No	One MI either once (max. 20cm ²) or twice (max. 10cm ² each) horizontally between ankle and top edge of each sock One or more 'design marks' on band of max. 5cm width across top edge of each sock	All or part of the emblem once on each sock in any position (max. 50cm ²)	One name anywhere on each sock (max. 12cm ² , letters max. 2cm high) If no emblem appears, name may be max 50cm ² and 5cm high	Once on each sock (max. 25cm ²)
Goalkeeper gloves (these may include goalkeeper's name on each glove; letters max. 2cm high)	No	One MI in any position on each glove (max. 20cm ²) One quality technology label (max. 10cm ²)	No	No	One national flag on each glove (max. 10cm ²)
Hats, headbands	No	One MI in any position (max. 20cm ²)	One NA emblem or name in any position (max. 50cm ²)		One national flag (max. 10cm ²)
Thermal shorts/trousers, gloves, wristbands	No	One MI in any position (max. 20cm ²)	No	No	No
Undershirt (worn under playing shirt)	No	Up to two MIs in any position, one on the front and one on the back, but not within the collar zone (max. 20cm ²)	One emblem on the front of the shirt at chest height (max. 100cm ²) All or part of the emblem once on the back of the shirt, centred in the collar zone (max 12cm ²)	One name on the front of the shirt in any position (max. 12cm ² , letters max. 2cm high) If no emblem appears, name may be max. 100cm ² and 5cm high One name within the collar zone (max. 12cm ² , letters max. 2cm high) One name on the back of the shirt (letters max 7.5cm high)	Once on the back of the shirt (max. 25cm ²) Once on the front of the shirt at chest height (max. 100cm ²)
Captain's armband (This will be provided by UEFA, but these regulations also apply to armbands worn for other reasons, such as to commemorate a death)	No	No	The word "captain", an abbreviation thereof, or the NA emblem in any position	No	No
Medical equipment (e.g. headguard, face mask)	No	No	No	No	No

Additional information regarding playing kit and team colours

- Shirt numbers must be between 1 and 23.
- The playing kit must include the player's badges on the sleeves as provided by UEFA.

The UEFA administration will be in contact with the associations to agree on the choice of kit colours in good time before each match; once finalised, only the referee may ask for a change.

14th UEFA European Championship Kit Colours, Grp C, Matchday 12

Italy vs Slovenia

Stadium - 06/09/2011 - 00:00 CET



Player default kits



Referee default kits



Player default kits



Goalkeepers default kits



Goalkeepers default kits



Example

Official match balls

UEFA has appointed adidas as the official match ball supplier for the 2014–18 European Qualifiers cycle. The national associations that have agreed to exclusively use UEFA's official match ball supplier at their home matches will receive match balls for the UEFA EURO 2016 qualifying competition as set out below.

Delivery	Number of balls
July 2014	50 standard balls, 25 winter balls
January 2015	30 standard balls
July 2015	45 standard balls

Additional balls may be distributed to teams participating in the play-off matches.

Associations using their own ball suppliers will receive 30 balls on July 1, 2014 for training purposes. Such associations need to keep in mind that it is an obligation to also provide (fluorescent) winter balls at the referee's request in the event of adverse weather conditions.

In all cases, and as stated in the competition regulations, the host association is responsible to provide match balls for the visiting team's training sessions.

Multiple ball system

A multiple ball system with a minimum of eight balls (ideally) must be in place for each match to limit the time the ball is out of play. Of these balls, there should be:

- one ball in play;
- at least six balls (ideally eight) distributed among the six or eight children placed around the pitch;
- one ball with the fourth official.

Ball children, player escorts and flag bearers

Sponsor advertising is prohibited on kit used by ball children, player escorts and flag bearers.

Kit not part of the playing attire

Sponsor advertising is allowed on tops and bottoms (jackets, rainwear, coats, sweatshirts, training shirts, tracksuit trousers, training kit shorts, etc.) with no restrictions in terms of size, position or frequency. However, the following guidelines need to be considered.

- Manufacturer identifications must be in line with the UEFA Kit Regulations.
- All players may wear such kits during the warm-up before the match and, if applicable, when cooling down on the field of play after the match.
- The substitute player and team officials may wear such kits on the bench during the match.
- Further to the competition regulations, which state that commercial activities are allowed until the teams are ready to kick off (paragraph 29.03), UEFA will allow teams to enter the field of play and to line up wearing the national team tracksuit top with sponsor advertising.
- During the match, the prohibition of commercial activities strictly applies; therefore, team doctors who intervene on the field of play during the match may not display any sponsor advertising.

Bench material

Bench material such as sports bags, drinks bottles, drinks bottle containers, ice boxes, drinks coolers, towels, etc. may contain sponsor and manufacturer branding, but must be kept off the field of play during the match.

Warm-up bibs

- Sponsor advertising is prohibited on warm-up bibs used during the match; manufacturer identification is allowed once on the front and the back (maximum 20 cm²).
- Substitute players may sit on the bench without warm-up bibs but must always wear sponsor-free warm-up bibs when warming-up during the match, independently of any colour clash. (The location of the warm-up area during the match as well as the maximum number of substitutes allowed to warm up simultaneously must be agreed with the referees.)

3.7 MATCHWEEK SCHEDULE OVERVIEW

	MD-2	MD-1	MD	MD+1
Arrival and departure	Venue manager, match manager (morning)	NA press officer (morning) Officials, host and visiting broadcasters (afternoon)		Officials, venue manager, match manager, NA press officer (morning) Broadcasters and signage team (afternoon)
Meeting	Bilateral meetings if needed	10.00 National associations meeting 15.00 TV meeting	10.00 pitch inspection 10.30 organisational meeting 14.00 (early k-o)/ 15.00 or 16.00 (late k-o) end-to end-test Approx. 90 minutes after the final whistle: debrief meeting	-
Activities	Delivered items check, start of signage installation (100% associations), Set-up of venue office	Installation of advertising boards, signage and TV infrastructure, Ceremony rehearsal, official training sessions, press conferences	Start of accreditation system, filming of team arrivals Match and stadium operations, countdown to kick-off	Dismantling of boards and signage, de-rigging of TV infrastructure

3.8 MATCHWEEK ACTIVITIES UNTIL MD-1

Arrival at the venue

The associations must arrange for their teams to arrive early enough at the venue, in good time before the match but at least 24 hours before kick-off.

The teams must also plan their travel logistics in such a way that they can hold their pre-match press conference before the media deadlines of both countries involved.

MD-1 activities

MD-1 official training session

Weather and pitch permitting, the visiting team may train for up to one hour. The host association will do its utmost to allow the visiting team's official MD-1 training session to be held at the match stadium.

The field of play must be prepared on MD-1 according to the agreed standards for MD: the grass should be cut, the lines drawn, and the goals, nets and corner flags in place. It is the duty of the host association to ensure that the pitch is appropriately treated (maintenance, repair) before, between and after the official MD-1 training sessions, and to make sure the pitch is in perfect condition both for the training sessions and for the match.

After due consultation with the UEFA delegate, the host association may decide to restrict the MD-1 training sessions to certain areas in order to preserve the pitch for the match, or to reduce the duration of the sessions. If any restrictions on the usage of the pitch are imposed by the association based on advice received from the groundskeeper, such restrictions apply to both teams.

Only in extreme weather conditions and only with the explicit agreement of the UEFA delegate can the MD-1 training sessions be cancelled. In such cases, both teams' sessions are moved to a training ground reserved by the host association.

The associations will agree on the timings of their training sessions at the match stadium with priority to the visiting team. The gap between the training sessions should be of at least 30 minutes.

The match manager must be present during the official training session of the visiting team.

The referee team may also train on the pitch on MD-1. The referee liaison officer must contact the match manager to agree on the timing of this training session.

MD-1 press conferences

Full details of the MD-1 press conferences are provided in section 9.2.

3.9 MATCHDAY ACTIVITIES

Pitch inspection

At 10.00 on matchday, the match manager, the UEFA delegate and the representative of the UEFA referee team must attend the pitch inspection. By this time, the field of play must be ready as if the match was about to start, with the lines drawn and the goals, nets and corner flags in place. The immediate surroundings of the pitch must also be match-ready: the advertising boards should be in position, and the substitutes' benches and fourth official's bench in place. The UEFA representatives must be given all the necessary information on the pitch and its surroundings in order to feel comfortable when they come back to the venue for the match. It is in the interest of the host association to avoid any last-minute discussions concerning any positioning around the pitch and/or distances from the field of play.

Matchday organisational meeting

The pitch inspection is followed by the organisational meeting at 10.30 in the match stadium.

Meeting room set-up

A room must be reserved with a capacity for up to 40 people. The press conference room is quite often used, but whenever possible it is preferable to reserve a room that can be set up with tables and chairs laid out in a U shape or a circle. The host association should prepare table cards with the names and functions of those present and provide refreshments. The organisational meeting will be chaired by the UEFA delegate and held in English. The host association should provide interpreters as required.

Meeting agenda and preparation

The meeting will be held in accordance with the standard UEFA agenda. The match manager will prepare the meeting in advance and ensure that the agenda points can be addressed with precise and verified information. The match manager sits at the head of the table. The UEFA delegate will open the meeting and then hand over to the match manager as agreed and appropriate.

Meeting participants

The match manager must ensure that the following people attend the meeting.

- From UEFA
 - The UEFA delegate
 - The UEFA referee observer
 - The UEFA referee team representative
 - The UEFA security officer (if appointed)
 - Any other appropriate UEFA representatives
- From the visiting association
 - The head of the visiting delegation
 - The team secretary or administrator
 - At least one team official who will be on the substitutes' bench for the match or on one of the five additional technical seats
 - The team security officer
- From the host association and local authorities
 - The match manager
 - The stadium manager
 - The team secretary or administrator
 - At least one team official who will sit on the substitutes' bench for the match or on one of the five additional technical seats
 - The press officer

- The team liaison officer (assigned to the visiting team)
- The referee liaison officer
- At least one police representative
- A security and/or member(s) of security staff
- At least one medical representative
- At least one fire service representative

All participants must have clear roles in the organisation of the match and be identified in the meeting attendance list. The UEFA delegate may decide that certain people should only be present for specific agenda points. No media may be admitted to the matchday organisational meeting.

Match sheet

For each match, 23 players will be entered onto the match sheet. The match sheets must be handed to the UEFA referee or the UEFA delegate at least 75 minutes before kick-off. Players' shirt numbers must be the same as the numbers indicated on the match sheet.

The detailed match sheet procedures – including the replacement of players injured after the match sheet has been completed and handed over to the referee – are described in the competition regulations.

The UEFA venue data coordinator will take copies of the match sheets to produce the line-up sheets. The original match sheets are handed back to the UEFA referee or the UEFA delegate.

Line-up sheet

The official line-ups will be produced by the venue data coordinator, who will provide a copy to the host association's press officer for copying and distribution to the attending TV and other media representatives. The match manager or the press officer ensures that the following groups also receive copies of the team line-up:

- the UEFA delegate and other UEFA representatives
- both team delegations
- the stadium speaker and, if applicable, the giant screen operator
- VIP guests.

Countdown to kick-off

With the aim of ensuring consistency across all European Qualifiers, as well as protecting the interests of the broadcast partners, the standard countdown to kick-off must be respected at all matches.

Small adaptations to the standard match running order are allowed, but must be agreed with UEFA in advance and/or with the UEFA delegate and/or UEFA venue manager on site. The exact timings need to be determined by taking the specificities of the stadium into account (infrastructure, walkways) as well as the exact duration of the two national anthems.

To ensure the precise coordination of the match running order, the host association must designate a dedicated staff member for this task (the "countdown manager").

The host association should also distribute walkie-talkies to all relevant people. If necessary, training and briefings will be organised on how to use such radio systems.

From a sporting point of view, the time between the end of the warm-up and kick-off is crucial for the players: it must be kept short

and any delays avoided in order not to have the teams waiting or standing around for too long (too long a wait means the players risk cooling down and can lead to injuries). While special ceremonies are acceptable and used by both the associations and UEFA/FIFA (e.g. presentation parties, messages read out by the team captains), such activities must be limited to special occasions and, most importantly, be kept short and compact. In all cases, the final version of the countdown to kick-off must be approved by UEFA through the match preparation reports submitted to the UEFA match operations unit.

Walk-on and line-up

The moment when the two teams walk onto the pitch and line up in front of the main stand is a key moment of the countdown to kick-off. It is important that the walk-on and line-up are performed consistently across all matches and venues in order to underline the identity of the match as a EQ match. UEFA will issue guidelines on the following procedures and positions:

- the EQ music played for the walk-on;
- the order in which the teams line up (the home team lines up on the left (as seen from the main stand), with the visiting team on the right);
- the order of the players in the team; as a rule, the team captain is closest to the referees when lining up, with the goalkeeper second (unless he is the team captain);
- the referees' line-up (the five starting match officials line up between the teams, with the referee in the middle; the fourth official remains near the touch line);
- the playing of the national anthems;
- the movement of the one host broadcaster camera allowed to film the line-up, handshake and coin toss;

- the handshake between the teams and with the referees;
- any movement and positioning of the flags, carpet, ball plinth and line-up arch;
- any movement and positioning of the player escorts, if any;
- the team photos;
- the exchange of pennants and the coin toss procedure.

National anthems

The host association is responsible for the correct playing of the national anthems. The match manager will check with the visiting team that the version of their national anthem to be used is the correct one.

The host association will decide if the pre-recorded national anthems are played out through the stadium's PA system or if a live band performs them on the pitch. In any case, the match manager will ensure that proper rehearsals are carried out well in advance of the match and attended by everyone involved.

At all matches:

- the visiting team's national anthem is played first;
- the home team's national anthem is played second.

Following UEFA standard procedures aimed at ensuring equal treatment between teams, all national anthems must be between 60 and 90 seconds in duration.

Youth programmes

UEFA does not run any youth programmes for the European Qualifiers, and does not allow its partners to do so either. Each host association must decide if and in what form children are selected and trained for the pre-match ceremonies outlined below or for any other ceremony or activity linked with the match. The host association is not allowed to create any link between any such activities and the European Qualifiers.

Player escorts (if applicable)

Ideally, if player escorts are used, 11 children should be assigned to each team (22 in total). Alternatively, each team could be assigned only one child (who walks out with the captain). In any case, the number of player escorts must be equal for each team. The children wearing the home team kit walk out and line up with the players of the visiting team and vice versa. The two associations concerned should help one another to source kits for the player escorts.

Sponsor advertising on player escort kit is prohibited and the manufacturer identification must be in line with the UEFA kit regulations. The player escorts must be adequately briefed to enter the field of play with the teams, to line up in front of the players, to stand still during the line-up and to leave the pitch (in an orderly manner towards the touch line) immediately after the second national anthem has been played.

Ball children

The host association must use the multiple ball system to limit the time the ball is out of play. Therefore, a minimum of eight ball children must be appointed for each match. During the warm-ups, some of these children should be positioned behind the goals. Depending on the stadium set-up, more children may be required.

Ball children must be adequately trained and the host association must ensure that only experienced ball children will be selected for EQ matches. Particular attention must be paid to the fact that the children operate in sensitive areas, close to the players. At no time are they allowed to request autographs or souvenirs.

The colour of the kit worn by the ball children must be different from the team colours. If necessary and as agreed during the matchday organisational meeting, the host association may also be required to provide bibs. Sponsor advertising on kit (tracksuits or bibs) is prohibited and the manufacturer identification must be in line with the UEFA kit regulations.

Pre-match line-up ceremony

After completion of the players' warm-up, the host association needs to install several items on the pitch for the pre-match line-up ceremony, including the walk-on carpet, the line-up arch and the country flags of both participating teams. Depending on the commercial agreement between each national association and UEFA, several national associations will also receive a match ball plinth that needs to be installed on the walk-on carpet.

The host association will select and train the persons responsible for the timely and orderly installation as well as the dismantling of all items.

UEFA will deliver the following items to each national association:

- 1 walk-on carpet (8m x 2m)
- 1 line-up arch (5m x 3m)
- 2 identical national country flags (exact size of the flags still to be confirmed).

Please note that each national association is obliged to bring along its own national country flag for away matches. Therefore, one of the flags provided by UEFA should be used for home matches, the other flag for away matches.



Entertainment and security announcements

The announcements made by the stadium speaker have to be in line with the agreed countdown to kick-off procedure. The host association and the “countdown manager” in particular will organise the necessary briefings for all parties involved.

The host association must arrange for messages to be read out in the language of the visiting team. The official welcome message must always be read out in the visiting team’s language. At any time during the stadium opening hours, the match organiser must be in a position to address the visiting team’s supporters and to instruct them with public announcements.

Speakers may operate from pitchside in the period before the match, but must never interfere with the players and coaches. The speakers may introduce the match and entertain, but must always use correct and fair language towards all those attending the match and especially the visiting team and its supporters.

During the match, the PA system may only be used for announcements requested by the referee or local security authorities, as well as for announcements related to the match – limited to scorers, substitutions, stadium attendance and the minimum additional time decided by the referee. It may not be used for commercial messages at any time during the match.

The scores of other matches on matchnight must not be announced over the PA system while the match is being played (although they may be displayed on scoreboards, video boards and the internal stadium TV channel). Such announcements must be restricted to the half-time break and the end of the match.

A non-commercial jingle lasting no longer than 15 seconds may be played when a goal is scored, subject to approval by UEFA. No jingle may be played during the match for goals scored at other matches.

The volume of the PA system must be fixed to a level that does not disturb the activities of EQ broadcasters.

The host association arranges staff to operate the PA system at the times requested by UEFA, including rehearsals on the days prior to the match, and is responsible for obtaining any necessary clearances for the playing of incidental music over the PA system in a broadcast and fixed media environment.

Spectator entertainment activities (pre-match ceremonies, commercial activities, promotions, games, etc.) can be organised before the match provided that:

- they do not create any safety hazard (if the host association hands out scarves, flags or cards to their fans for use in “tifos”, the relevant authorities must give their approval and it must be ensured that such items do not obstruct any TV cameras or advertising boards);
- they are compatible with the countdown to kick-off and its respective timings;
- they do not have a negative impact on the quality of the playing surface (for example, it is not permitted to launch confetti or streamers prior to the match);
- the teams are not disturbed, either during the warm-up nor when entering or leaving the field of play and the substitutes’ benches;
- no political or discriminatory messages are shown.

In addition, and with UEFA’s support, a 100th cap award ceremony may take place for any players reaching their 100th national team match.

Activities during the half-time interval are permitted under the same conditions as above and provided the substitute players and/or goalkeepers have sufficient space to warm up on the field during the half-time break.

All such activities must be included in the countdown to kick-off procedure as presented and agreed at the matchday organisational meeting. No interference with the countdown's standard elements is allowed, such as the playing of the official EQ walk-on music or the national anthems. It is key to schedule one or several rehearsals before the match involving all people concerned (performers, coordinators and technicians).

As a reminder, pyrotechnics are not allowed inside the stadium at UEFA matches.

Scoreboards, videoboards and the internal stadium TV channel

Stadiums with videoboards may use the branding provided in the EQ brand guidelines. In addition, the host association ensures that any scoreboards, videoboards and internal stadium TV channels are fully available to display match information such as team line-ups, goals scored, yellow and red cards, substitutions, time played and the minimum amount of additional time decided by the referee. They may also be used to display the scores from other matches, as described above.

National associations must grant UEFA an aggregate of one minute of exposure on any giant screen and in-stadium television system either in the 15-minute period prior to kick-off or during half-time. The slot will be used for UEFA-endorsed campaigns.

During the match itself, no coverage may be shown apart from replays, which may only be shown while the ball is out of play and/or during half-time or the break for extra time (if any). Such replays may only be shown as long as the host association has obtained permission from UEFA and any relevant local authorities.

Replays may not feature the following:

- images that may have an impact on the match;
- controversial action (such as offside situations, fouls or other unfair play) that could encourage any form of crowd disorder;
- any public disorder, civil disobedience or commercial and/or offensive material in the crowd or on the pitch;
- any footage that may be deemed to criticise, undermine or damage the reputation, standing or authority of any player, match official and/or any other party at the stadium.

Subject to UEFA approval, national associations are permitted to show a goal celebration clip on videoboards (in the same way that they are permitted to play a goal jingle on the PA system). Such clips must be celebratory in nature and must not in any way make reference to fans of the visiting association.

Highlights of the match may be shown on giant screens at half-time and at the end of the match according to the same principles. The use of giant screens must be agreed with the UEFA delegate and will be discussed at the matchday organisational meeting. During the match, the use of the videoboard audio system is restricted as per the PA system guidelines.

UEFA recommends that the host association designate a person responsible for supervising giant screens. If necessary and especially at high-risk matches, an experienced person should be appointed for this task. During the match and as a service to the spectators, the match time and the score should be displayed on the giant screens and/or on the clocks and scoreboards. The clocks must stop at 45.00 and at 90.00.

Fan TV

National associations may deliver live pre-match and half-time productions, including interviews and presentations, to be broadcast on stadium videoboards or internal stadium TV channels, but the production company must work to the same guidelines and is subject to the same approval process as any EQ broadcaster; the latter retains priority.

- No activities are allowed on the pitch.
- Fan TV promotions (magic camera, games, etc.) are only allowed until the players walk out of the tunnel.
- Fan TV production companies should attend the relevant TV meetings scheduled during matchweek.
- It is forbidden for cameras working for fan TV channels to film during the match.

Filming and video analysis for technical purposes

Video analysis and filming are only permitted for technical purposes (i.e. for analysis by coaching staff) and subject to UEFA instructions and/or guidelines. National associations should inform UEFA about the intended use of such filming or video analysis, and this is to be approved in advance by UEFA.

Approval may be granted in one of two forms:

1. National associations may film and record matches in which they are participating (both home and away) subject to:
 - UEFA's authorisation;
 - the availability of the space required on a match-by-match basis;
 - the relevant request being received by the Friday prior to the relevant matchweek.
2. National associations may ask for a video feed (main camera or multilateral feed) in the flash interview area or commentary area, subject to:

- UEFA's authorisation;
- the availability of the space required on a match-by-match basis;
- the relevant request being received by the Friday prior to the relevant matchweek;
- the host broadcaster being able to provide such a service;
- payment of up to €300 in technical costs to the host broadcaster.

National associations may also film and record the official training sessions on MD-1. During such training sessions, the film crew will be treated in the same way as other representatives of the media (e.g. as far as filming position or duration is concerned).

Use of technical devices

Further to the competition regulations (paragraphs 42.06-42.07), the following guidelines apply in the technical area as well as to the five additional technical seats (if applicable).

- No one listed on the match sheet is allowed to have access to TV footage during the match.
- Technical devices may not be used to establish direct contact with people outside the technical area and/or the additional technical seats.
- Computers are allowed, as long as they are not used online for the communication purposes described above.
- Walkie-talkies may only be used between the team doctor and the substitutes' bench to communicate if a player is being treated on the pitch.

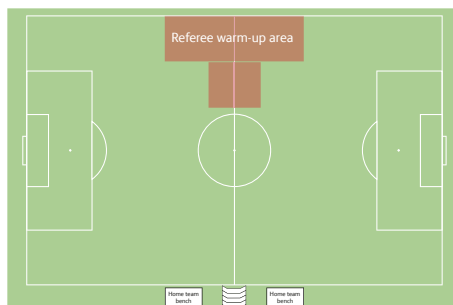
3.10 MATCH PROCEDURES

Warm-up and cool-down

Pre-match warm-up

The warm-up sessions prior to matches take place from 45 minutes before kick-off to 15 minutes before kick-off. The teams must leave the pitch at the time indicated by the match manager in order not to delay the countdown to kick-off.

The match manager must clarify whether each team's warm-up takes place in the half in front of that team's substitutes' bench or on the side closer to the stadium sectors allocated to the relevant team's fans.



Substitutes warming up during play

As a rule, three players and one fitness coach (included on the match sheet) from each team may warm up at the same time during play.

The warm-up area is agreed at the matchday organisational meeting: the referee determines exactly where the players may warm up and decides if more than three substitutes per team are allowed to warm up simultaneously.

Post-match cool-down

If any of the two teams wishes to cool down on the pitch after the match, the host association will determine the duration, location and any restrictions to be observed (e.g. only certain zones or outside of the field of play).

Substitutions

Player substitutions

In accordance with the competition regulations, a maximum of three players from each team may be substituted during the course of the match.

Substitution boards

The host association must provide two electronic, two-sided substitution boards, one for each team. For 100% associations, UEFA will provide such substitution boards. The team staff must prepare the board for each substitution and pass it (together with the duly completed substitution sheet) to the fourth official to display. The fourth official will ask for one of the team boards to display the additional time at the end of each half.

For each match, the relevant EQ stickers must be displayed on both substitution boards. No other commercial branding may appear on the boards. The stickers must be positioned on both the front and the back side, above or below the display area.

3.11 DOPING CONTROL

UEFA may appoint UEFA doping control officers to carry out doping controls at the matches.

The host association must ensure that the match stadium is equipped with a doping control station that meets the requirements of the UEFA anti-doping regulations.

- An assortment of drinks, free of doping substances, in their original containers (unopened and sealed bottles or cans) must be provided in a refrigerator in the waiting room of the doping control station (approx. 10l of still mineral water, 12 cans of caffeine-free soft drinks and 12 cans of non-alcoholic beer).
- If players wish to take their own food and drinks to the doping control station, this is entirely their own responsibility.

Doping control officer identification

Stewards at all stadium gates and access points must be briefed that persons who identify themselves as doping control officers and who show a special UEFA pass with their photograph are to be granted free access to the stadium.

Support from the host association

For each match, the host association must appoint a doping control liaison officer, whose duty is to remain at the disposal of the doping control officer. The doping control liaison officer does not need to be medically trained, but should be able to speak English and must remain available until the doping control has been completed.

The liaison officer also organises transport back to the hotel for the doping control officer on completion of the doping control.

The doping control officer may order security officers or stewards to ensure that unauthorised persons do not enter the doping control station.

The host association reserves a VIP seat for the doping control officer. This seat should be located near the seat reserved for the UEFA delegate and must provide easy access to and from the doping control station.

3.12 MEDICAL REQUIREMENTS



As part of the host association's responsibility for the safety and security of all persons attending and participating in the match, the match security plan must also include all medical arrangements.

Medical arrangements at the stadium

At the matchday organisational meeting, the host association must confirm and explain the medical arrangements that have been made for the match in accordance with the UEFA medical regulations.

The medical arrangements will also clarify the following points:

- the medical personnel (e.g. first aid teams, doctors) present at the stadium and in particular during the stadium opening hours, their qualifications and the vehicles at their disposal;
- the locations and contents (defibrillator, oxygen, etc.) of the medical and first aid rooms at the stadium as well as who is in charge of these rooms;
- the location, including contact details, of nearby hospitals and other emergency medical institutions; it should also be confirmed which hospitals and institutions are on standby for the match;
- medical emergency procedures at the stadium.

Pre-match medical information

The host association must provide specific information to the visiting team's medical staff and the UEFA delegate at least two weeks before the match. The contents of this communication are described in Article 16 of the UEFA Medical Regulations (2013 edition).

The host association must ensure that the minimum medical requirements as defined in these medical regulations are implemented on MD-1 and MD. These include, but are not limited to, the following points.

- A qualified emergency doctor and a stretcher with two carriers must be present pitch side throughout the MD-1 training session and the match.
- A full range of emergency medical equipment must be present pitchside during the MD-1 training session, the pre-match warm-up and the match. This includes:
 - an automated external defibrillator;
 - a spinal board (with side head supports and straps);
 - a fully equipped emergency medical bag with breathing, airway and circulation equipment, and emergency medication.
- On matchday, a medical room fully equipped with all the first aid material specified in the medical regulations must be available for the sole use of players, team officials, referees and match officers.
- A fully equipped advanced life support ambulance, for the sole use of players, team officials, referees and match officers and staffed by at least one paramedic, must be positioned in an area of the stadium that best permits quick egress from the pitch area and/or dressing rooms for emergency medical evacuation:
 - from half an hour prior to the MD-1 training sessions until half an hour after them;
 - from 90 minutes before the match until one hour after it.



**EUROPEAN
QUALIFIERS**

4 TEAM AGREEMENTS

- 4.1 TICKETING AND HOSPITALITY
- 4.2 ACCOMMODATION AND TRAINING FACILITIES
- 4.3 MEDICAL MATTERS
- 4.4 TEAM LIAISON OFFICERS AND INTERPRETERS
- 4.5 TRAVEL AND ON-SITE TRANSPORT
- 4.6 MATCH MATERIALS AND CATERING
- 4.7 OFFICIAL RECEPTION AND GIFTS
- 4.8 UEFA MEMORABILIA
- 4.9 INSPECTION VISITS IN PREPARATION
FOR THE MATCH

4

TEAM AGREEMENTS

This section lays out the minimum level of service that a national association hosting a EQ match should provide to the visiting team. It touches on every logistical aspect of the match, including ticketing, accommodation and transport.

Associations may, of course, reach agreements between themselves about the various needs of the visiting team and additional services that are provided by the host association, either based on a reciprocal exchange of

services at the home and away matches, or based on additional payment for extra services requested.

For each match, UEFA will provide specific tools to summarise all team agreements and share such information with the relevant stakeholders. It will be the duty of the host association's match manager to enter and to regularly update this information with the help of the visiting team's association.

4.1 TICKETING AND HOSPITALITY

Ticketing concept

It is the duty of each association to develop a comprehensive ticketing concept for all EQ matches it hosts, to have this approved by the relevant security authorities, and to then share it with all parties concerned.

The concept should include the following:

- a seat inventory, with the gross and net capacity for each sector, including each view-obstructed or otherwise unusable seat, as well as all seats affected by media and especially TV requirements;
- a map (in electronic format) illustrating the stadium layout and sectors, vomitories and gates, as well as relevant access routes from outside the stadium all the way to the different seats;
- ticket categories and prices, including possible group deals for regional associations, affiliated members, clubs and leagues, young people, students or pensioners;
- maps and tables (in electronic format) showing which category/ies of seats are in which sector (allocation shown sector by sector as well as in totals per stand and for the whole stadium);
- a calculation of ticket revenue based on proposed pricing and sector categorisation;
- a ticket stock proposal, accompanied by a detailed description of match and seat identification, ticket holder identification (personalised or by target group) and security features;
- a ticket production and distribution schedule including all the various outlets and sales points;
- ticket sales procedures: a timeline, sales channels, allocation methods ("first come first served" or ballot), confirmation and distribution;
- ticketing terms and conditions;
- a list of staff and their responsibilities, including resources provided by external ticketing agencies;
- a database of ticket holders, as far as possible, in accordance with the relevant national legislation;
- details of the separation of home and away fans and measures to keep control of all sales channels in respect of the defined segregation policy;
- if applicable, dedicated services for national team fan clubs and/or supporter organisations, for both home and away matches.

Tickets for the visiting delegation

The ticketing departments of the two associations involved in each match must liaise directly, and the visiting association must outline its exact requirements for the match in question in good time, no later than two months before the match in question. An appropriate number of complimentary and purchase tickets, to be fixed by mutual agreement and in line with the minimum requirements set by UEFA, must be set aside for the visiting association. In their agreement, the associations must specifically define:

- the number of tickets to be reserved in each category (VIP with access to VIP hospitality, complimentary with or without hospitality, purchase, and purchase with hospitality, if available);

- the procedures and deadlines for ordering, shipment, delivery and payment;
- the procedures and deadlines for returning unsold tickets.

VIP and complimentary seats are defined as top category seats located within the 16m lines, preferably in the main stand or, alternatively, in the opposite stand.

Special attention must be given to the ticketing procedures applicable to a match where a large number of visiting supporters is expected.

Ticket and seat type	Minimum requirements						
Additional team seats behind the substitutes' bench and with access to the dressing rooms	<p>The two associations must agree on the number and location of any additional team seats, i.e. for team staff who will not sit on the substitutes' bench or, if applicable, on the five technical seats.</p> <p>As a rule, such team seats are allocated free of charge on a reciprocal basis. The back room staff accommodated in such additional team seats must have access to the dressing rooms. However, during the match, in order to respect the Laws of the Game, it is forbidden to move between the stands and the bench.</p>						
VIP with hospitality (complimentary)	<p><u>Visiting association officials:</u> A minimum of 10 representatives must be given VIP tickets with access to VIP hospitality.</p> <p><u>Best practice for diplomatic representatives of the visiting country:</u> The host association should include at least one high-ranking representative of the visiting country (ambassador, consul) in the VIP seating plan. The host association should make every effort to accommodate other high-ranking officials from the visiting country (in the VIP sector or in other appropriate seats). In case of doubt regarding the priorities to be given to such requests, it is advisable to consult with the visiting association.</p> <p><u>UEFA representatives:</u> An appropriate number of VIP tickets should also be given to the UEFA officials present at the match.</p>						
Complimentary, Category 1	<p>As a rule, Category 1 tickets are for seats within the 16m lines.</p> <p>The associations must agree on the number of complimentary (free) Category 1 tickets to be allocated to the visiting association. As a guide, the total number of free tickets available to the visiting associations should not be lower than 100, composed of VIP tickets (with hospitality) and Category 1 tickets (with or without hospitality).</p>						
Purchase tickets	<p>At least 5% of the stadium capacity must be made available to visiting supporters.</p> <p>The visiting association must be able to purchase a minimum of 200 Category 1 tickets (unless otherwise agreed by the two associations); such top-class seats must be suitable for VIP and sponsor guests.</p> <p>While the two associations concerned will agree on the exact ordering process and the relevant deadlines, the following procedure may be used as a guide for visiting supporters' tickets.</p> <table><tr><th>MD-2 months</th><th>MD-1 month</th><th>MD-1 week</th></tr><tr><td><ul style="list-style-type: none">• Visiting association to place ticket order• The number of tickets requested shall represent the maximum number of visiting supporters expected</td><td><ul style="list-style-type: none">• Visiting association to update its ticket order• The host association may accept or reject any request for additional tickets from the visiting association</td><td><ul style="list-style-type: none">• Visiting association confirms its final ticket order• The visiting association must transmit the travel details of its supporters: arrival/ departure dates, means of transport, accommodation, risk assessment</td></tr></table>	MD-2 months	MD-1 month	MD-1 week	<ul style="list-style-type: none">• Visiting association to place ticket order• The number of tickets requested shall represent the maximum number of visiting supporters expected	<ul style="list-style-type: none">• Visiting association to update its ticket order• The host association may accept or reject any request for additional tickets from the visiting association	<ul style="list-style-type: none">• Visiting association confirms its final ticket order• The visiting association must transmit the travel details of its supporters: arrival/ departure dates, means of transport, accommodation, risk assessment
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Purchase tickets with hospitality, if available	Arrangements for these tickets should be agreed by the two associations concerned.						

VIP hospitality

The host association may organise different hospitality areas, possibly with different service levels, accessible on invitation (free of charge) or through purchasable hospitality packages. With regard to VIP hospitality, the host association must control access at all times and ensure that each VIP guest holds the appropriate hospitality pass as well as a valid match ticket.

Furthermore, the policy applicable to bodyguards and assistants of high-profile guests must be defined together with the relevant authorities and communicated to all parties concerned. The host association must inform the VIP guests on the stadium rules and on specific regulations in force in the VIP areas (e.g. dress code, smoking policy).

This is the only way for the host association to ensure that there is no overcrowding and that the service level remains appropriate for VIPs at all times.

The host association must organise a VIP hospitality area, to which officials from the two associations, UEFA representatives and other VIPs will be invited. The VIP hospitality area should be open before and after the match, as well as at half-time if it is close enough to the VIP seats.

The area reserved for VIP hospitality should be exclusive to VIP guests (identified by means of appropriate passes, badges or similar). It should offer a comfortable ambience, with a mix of standing room and seating with tables. The host association should decorate the space accordingly and make an effort to include elements in honour of the visiting team and its country (flags, emblems, pictures, videos, etc.). Sanitary facilities must be accessible within or near to the VIP hospitality area (not necessarily exclusively, but they should be in perfect condition and only shared with a limited number of people from another target group).

The VIP parking and the VIP drop-off/pick-up points must be in close proximity to the VIP entrance, with special attention paid to the walkways (from outside the stadium all the way to the VIP hospitality area and the VIP seats, and the other way around). Where appropriate, welcome staff should be on hand to guide the VIP guests. Special attention must be given to guests from the visiting country, who may not know the stadium or speak the local language.



4.2 ACCOMMODATION AND TRAINING FACILITIES

Selection criteria and target groups

The host association must ensure that the hotels selected for the match enable the teams to prepare undisturbed in a comfortable, safe and quiet environment.

The hotels must be situated within an acceptable distance of both the nearest international airport and the match stadium. In addition, the visiting team's hotel should be close to a suitable training ground, in case such a ground is needed for additional training sessions or as an alternative venue if the official MD-1 training session cannot be held at the match stadium.

The hotels must be at least four-star.

The following must be accommodated in separate hotels:

- the home team (if applicable);
- the visiting team;
- UEFA referee team and other UEFA officials.

Requirements for the visiting team hotel



The host association proposes a suitable hotel for the visiting team, who are free to accept the proposal or to make their own arrangements, thereby taking responsibility for any increase in travel times to the match stadium and/or training ground.

The visiting team covers all its own board and lodging expenses. As soon as the team hotel

has been chosen, it is up to the visiting team to finalise and confirm its exact requirements directly with the hotel, including:

- the numbers of single and twin rooms for the players (all players' rooms must be grouped in the same hotel wing or on the same floor);
- the number of single rooms for the team officials and other delegation members, ideally in the same hotel wing or on the same floor;
- a medical treatment room, equipped with a massage table;
- an equipment storage room, close to the players' and officials' rooms and easily accessible even with heavy and/or bulky goods;
- a large meeting room with minimum a capacity of 30 (players and technical team), equipped with tables and chairs, internet connections, a TV and DVD player, and a projector and screen;
- the dining room, or alternatively a reserved dining area providing absolute privacy (the visiting team will inform the hotel of its meal times and its food and drink orders; if the team plan to bring their own food or catering staff, this must be discussed and agreed with the hotel in advance);
- additional spaces for recreation or relaxation (e.g. a players' lounge, a games room), to be organised by the visiting team themselves;
- office space for the team administrators and other members of the delegation, equipped with table and chairs, internet connections, photocopier, etc.;
- a 24-hour laundry service.

Furthermore, the visiting team will indicate its policy on mini-bars, pay TV, international telephone lines, internet access and any other amenities that must be paid for but are available in the rooms.

Accommodation cost settlement

The visiting association pays for its team's accommodation directly, and should be in direct contact with the hotel and define the procedure for settling the costs, including advance payments, payments on checkout or post-stay invoicing.

Visiting team training ground

At the request of the visiting association, or in case the official MD-1 training session cannot be held at the match stadium because of adverse weather conditions, a suitable training ground needs to be made available by the host association close to the hotel proposed to the visiting team (i.e. no more than 20 minutes away). If the visiting team decides to stay at another hotel of their own choice, they must accept that this may result in longer travel times.

The visiting team must be able to train in the same conditions as at the match stadium. The training pitch must therefore be of the same surface (i.e. artificial or natural grass), freshly mown (if applicable), fully marked and equipped with standard fixed and mobile goals. The visiting team must have access to dressing

rooms, showers and sanitary facilities during their training sessions. The alternative training ground must also have sufficient floodlighting.

To avoid any unnecessary costs to the host association, it is the duty of the visiting team to confirm its training ground needs as early as possible, but no later than 60 days before the match.

Unless otherwise agreed by the two associations, the host association covers the cost of at least three training sessions at a training ground, including:

- the rental of the training ground;
- the use of the dressing rooms, including a massage table;
- appropriate security measures, including regulation of the media presence for any training sessions or parts of training sessions open to the media;
- a reasonable supply of water and training equipment (mobile goals, cones, free-kick barrier, etc.).

Requests exceeding this minimum level of service will be at the cost of the visiting association.



4.3 MEDICAL MATTERS

Medical arrangements

Since the host association is responsible for the safety and security of everyone attending and participating in the match, its security plan must also include all medical arrangements required.

The UEFA Medical Regulations apply with regard to:

- the medical examinations and tests players must undergo in order to be eligible to participate;
- the minimum medical requirements to be observed by the host association for the treatment of players, team officials, the referee team and match officers.

The focal point will be the MD-1 and MD activities at the stadium. However, the host association must also consider the need for medical provisions for any other activities organised at other times and locations, in particular the visiting team's training session(s).

Information exchange and special requirements

Well in advance of the match, the host association must provide all relevant medical information to the visiting team and to all other parties concerned. This includes:

- emergency medical procedures (phone numbers to call);
- recommended vaccinations;
- restrictions regarding medical imports into the country where the match takes place;
- the suitability of tap water for drinking;
- any epidemics in the country where the match takes place;
- any other applicable health warnings.

Conversely, the visiting association has a duty to inform the host association of any special medical needs it has, including the complete list of medical items the visiting team plans to import. The laws on medical imports vary across Europe, so it is important for the host association to liaise with and inform the visiting association about what medication can and cannot be imported into the country where the match takes place.

4.4 TEAM LIAISON OFFICERS AND INTERPRETERS

For each match in the European Qualifiers, the host association will appoint a team liaison officer (TLO) for the visiting team. This officer will be a key member of the match organisation staff and must already have worked with the host association on similar high-profile events. If required, and depending on the team liaison officer's language skills, an interpreter may also be assigned to the visiting team. The team liaison officer (and interpreter, if assigned) will look after the well-being of the visiting team for the entire duration of their stay on behalf of the host association.

The host association will inform the visiting team in good time, at the latest six weeks before the match, of the name and contact details of the designated team liaison officer (and, if applicable, interpreter). The UEFA match operations unit must be informed of this at the same time.

Team liaison officer profile

The team liaison officer must receive a specific and detailed briefing from the host association in advance of the match in question.

Ideally, team liaison officers should have:

- a good command of English;
- a comprehensive knowledge of the region where the match is taking place;
- good football knowledge and experience of football events;
- a completely service-minded attitude, professionalism, good communication skills and resistance to stress.

The team liaison officer should also be able to speak the language of the visiting team. As explained above, if this is not the case, the host association will also need to assign an interpreter to the visiting team for the duration of their stay.

Team liaison officer tasks

The team liaison officer (and interpreter, if assigned) must accompany the visiting team for the entire duration of their stay. This means that they must also be accommodated at the visiting team's hotel, unless the visiting association expressly requests another arrangement.

It must be possible for both the visiting team and the host association to contact the team liaison officer at all times during their assignment and they must therefore be provided with a mobile phone. The host association covers all of the team liaison officer's costs and those of the interpreter, if appointed (e.g. daily allowance, transfers, board and lodging, phone calls).

UEFA requires that professional interpreters are recruited for official meetings and media activities, in particular for the pre-match and post-match press conferences.

4.5 TRAVEL AND ON-SITE TRANSPORT

It is the duty of the host association to support the visiting team in its preparations so that the trip goes well and the players can focus on the match itself.

Duration of stay

The visiting team must be at the match venue at the latest 24 hours before kick-off.

With regard to air travel and the possibility of luggage getting lost, it is recommended that football boots and other essential items be carried as hand luggage and not packed in the delegation's hold (checked-in) baggage.

The visiting team will generally fly home the day after the match, having spent three days and two nights in the host country, although this obviously depends on travel times and arrangements linked to a second match within the same international window.

Visa requests and invitation letters

The visiting association remains responsible for obtaining the necessary visas and other documents from the authorities in time for the delegation to travel to the country where the match is to be played. However, the host association must provide the necessary support to help the visiting team obtain such entry documents.

If visas are required, for example, the host association sends out the appropriate invitation letters. In order for it to do so, the visiting association is responsible for providing all the necessary details swiftly and clearly.

Recommended airport

The host association indicates the most suitable arrival airport and provide any other information or recommendations that will make the visiting team's trip more comfortable.

Should the most suitable airport be located in a neighbouring country, the host association must make the necessary arrangements, taking all factors into account (visas, customs, transfer times, traffic, etc.) and paying any additional costs necessary to ensure the smooth transfer of the visiting team, the referees and the UEFA representatives to the match venue.



Airport pick-up and drop-off

The visiting team, referees and UEFA representatives must be met on arrival in the host country and taken to their respective hotels. The team liaison officer, the referee liaison officer, the liaison officer for the delegate and any other designated accompanying persons should be present to welcome their guests ideally at the airport, but at the very latest at their hotel.

On the day after the match, transfers must be organised for all these groups from their hotels to their departure points. The relevant liaison officers must ensure that all runs smoothly and, whenever possible, they should say goodbye to their guests in person.

Transport management

Transport is key to the successful organisation of a match. Therefore, the host association must appoint a transport manager well in advance. For the duration of the visiting team's stay, the transport manager should be reachable 24 hours a day.

The transport manager's main responsibilities are:

- organising a vehicle fleet;
- selecting, briefing and managing a team of drivers;
- ensuring appropriate insurance for all cars and drivers.



The transport manager must also:

- create and distribute the contacts sheet, including the mobile phone numbers of all drivers;
- set a code of conduct and a dress code for the drivers;
- give each driver and liaison officer maps indicating the location of the hotels and stadium, plus route descriptions for travelling between the locations;
- ensure the drivers are familiar with the region where the match is being played;
- ensure the drivers are punctual and do not leave their passengers waiting (to be sure they are on time, drivers and their vehicles must be at the agreed location at least 15 minutes early);
- ensure the drivers bring water and snacks and factor in stops during the journey;
- ensure there are sufficient parking places at the venue and arrange a sufficient number of parking passes;
- prepare back-up scenarios in case a team bus breaks down;
- establish early contact with potential supplier(s) from which to source additional vehicles if required and consider the time that would be needed to make such additional vehicles available.

The two associations agree on the level of service to be provided in terms of ground transport and vehicles for the duration of the visiting team's stay.

If the visiting team requests services above the agreed level (longer availability, trips outside the scope of the match, specific VIP limousines, additional dedicated vehicles, etc.), the host association will indicate the additional costs and finalise the arrangements subject to written confirmation from the visiting team.

As a minimum, the host association provides and covers the cost of the following vehicles, complete with drivers and appropriate insurance. Each of the vehicles assigned to the visiting team must also be provided with a parking pass for the designated car park as well as an access pass for the relevant pick-up/drop-off points at the stadium.

Vehicle type	Description
Team bus 	<p>A modern, 50-seat air-conditioned bus must be available for the duration of the visiting team's stay. The team bus should display a clear sign with the name of the visiting team. As far as possible and as confirmed by the host association's security plan, the team bus should be accompanied by police escort or traffic guidance.</p> <p>If the visiting team intends to use their own team bus (including driver), the host association and UEFA must be advised well in advance of the match and both give their approval.</p>
Kit and luggage van 	<p>A van suitable for transporting cases and boxes must be made available for the duration of the visiting team's stay, unless otherwise agreed (e.g. only for arrival and departure). This cargo van should have a loading capacity of approximately 12m³.</p>
Vehicles for additional members of the visiting delegation	<p>As a minimum, the following two types of vehicles must be made available for the duration of the team's stay:</p> <ul style="list-style-type: none"> • an upper-class five-seat car (generally for the visiting association's president); • a comfortable nine-seat vehicle (generally for the visiting association's top management). • the visiting association will confirm if these two vehicles are actually needed or not.
Additional vehicles	<p>If the visiting association needs additional vehicles, the host association must be informed immediately. Costs related to such additional vehicles must be covered by the visiting association or, alternatively, form part of a reciprocal agreement (equal exchange of services at home and away matches).</p>

4.6 MATCH MATERIALS AND CATERING

Match material	
Protocol flags	See chapters 2.8 and 8.2/8.3
Match balls	See chapter 3.6
National anthems	See chapter 3.9
Player escort kits (kits to be worn by children lining up with the players)	See chapter 3.9
Substitution boards	See chapter 3.10
Accreditations	See chapter 10

After the match, the UEFA venue manager will hand over one DVD to each team. The match recordings feature the regular multilateral signal with international sound (no commentary).

Badges and captain's armbands

It is planned that the following three types of badges will be used for the European Qualifiers:

To be put on the left sleeve	To be put on the right sleeve
<p>The European Qualifiers badge (design tbc)</p>  <p>The UEFA Respect badge</p> 	<p>The regular competition badge or the competition badge for the reigning champions</p> 

Player's badges – Instructions for use	
Method:	Press or iron
Temperature:	170°C
Pressure:	2 – 2.5 BAR
Time:	25 seconds
If hand-ironed, press down firmly with the tip of the iron. Leave to cool and wait 48 hours before first wash.	

In addition, UEFA will provide all associations with 50 "No to Racism" captain's armbands (25 blue, 25 yellow), which must be worn for all European qualifying matches. These will be delivered together with the players' badges.

Each participating association will receive 70 competition badges, 70 EQ badges and 70 UEFA Respect badges per match. The UEFA administration will send out the badges in July 2014.

Spain, the reigning European champions, will be provided with 70 title holder badges per match, which are to be worn instead of the competition badge.

For additional orders, at cost, please contact UEFA (Anneli.Eriksson@uefa.ch).

Catering for team activities

The two associations will agree on food, drinks and ice requirements for:

- training sessions at the training ground;
- official training at the match stadium on MD-1;
- the match (specifying pre-match, half-time and post-match requirements).

As a rule, and with the exception of a reasonable supply of water, the visiting team pays for the services it orders. Alternatively, the two associations are free to agree reciprocal catering services for their two matches.

4.7 OFFICIAL RECEPTION AND GIFTS

While the participating teams are ultimately playing to win and qualify for the next stage of the competition, a match is also a means of fostering good relations between two associations.

The host association organises one official reception (lunch or dinner) in connection with the match, with guests including the UEFA delegate and other UEFA representatives, if appointed and available, as well as eight to ten representatives of the visiting association.

The time and location of the official reception is entirely up to the host association, but it should take into account the schedule and duties of the UEFA delegate, the other UEFA representatives and the visiting delegation.

The two associations involved agree on the procedure for exchanging gifts at the official reception or at another time around the match (possibly in the VIP hospitality area). As a rule, gifts should consist of small souvenirs for the players and the delegation members.

On the field of play, the two team captains exchange pennants after the coin toss. It is recommended that these pennants be specific to the match, for example featuring the date, the names of the teams and the venue (all generally embroidered). If the pennants contain the EQ logo, such use needs to be in line with the EQ brand guidelines.

4.8 UEFA MEMORABILIA

In recent years, the UEFA administration has actively been trying to enhance the legacy and tradition of its competitions. Its objective is to research, build up and exhibit the finest collection of European football memorabilia and artefacts in relation to all UEFA competitions.

The European Qualifiers fit perfectly into this strategy. Therefore, we kindly ask each national association to provide us with:

- an official pennant from one of their home matches from the UEFA EURO 2016 qualifying campaign signed by the home team captain.

Each association's match manager is responsible for collecting the pennant, for having it signed by the team captain and for delivering the item to the UEFA administration (attn. Anneli Eriksson, Route de Genève 46, 1260 Nyon 2, Switzerland, +41 22 707 2727).

Please also be aware that if a player scores an outstanding goal or makes another notable contribution during the campaign, UEFA may approach an association with a specific request to provide an additional item (e.g. signed shirt or ball).

4.9 INSPECTION VISITS IN PREPARATION FOR THE MATCH

Well ahead of the match, the visiting association may want to send some of its staff members for a site visit to see the proposed team hotel and training ground(s), as well as the stadium where the match is to be played. The host association will accompany the visiting association staff (generally up to five people) on such a site visit, taking care of all the logistics, organising a programme and keeping the visiting association updated on arrangements.

The host association will also organise the necessary vehicle(s) for such site visits and make all the necessary arrangements with

the proposed hotels so that the visiting association can see what it needs to organise and establish direct contact with the appropriate hotel staff.

The cost of such a site visit is shared between the two associations. The visiting association pays for its staff's flights, board and lodging, while the host association takes care of the overall organisation and the cost of local transport.



**EUROPEAN
QUALIFIERS**

5 TICKETS, HOSPITALITY AND PARKING FOR UEFA AND EQ COMMERCIAL PARTNERS

- 5.1 TICKETS**
- 5.2 HOSPITALITY**
- 5.3 PARKING**
- 5.4 DISTRIBUTION OF TICKETS, HOSPITALITY PASSES
AND PARKING PASSES**
- 5.5 DEADLINES**

5

**TICKETS, HOSPITALITY AND
PARKING FOR UEFA AND EQ
COMMERCIAL PARTNERS**

5.1 TICKETS

The host association provides UEFA and the EQ commercial partners with the following number of tickets for every EQ match.

Category	Quantity
VIP complimentary tickets (with access to VIP hospitality)	30 + official UEFA representatives as described in section 3.1
Category 1 complimentary tickets	30
Category 2 purchase tickets	30

Please note that ticket requirements for the visiting associations are specified in chapter 4 and are not included in the above quotas.

VIP complimentary tickets

The complimentary tickets requested for EQ matches must be the best seats available in the stadium (VIP sector, “protocol area”, directors’ box, highest level of executive box, etc.). These tickets must be in one cohesive block, unless the amount exceeds 10% of the total capacity of the VIP sector. In such cases, any difference is compensated for with additional Category 1 tickets (see below). All VIP complimentary tickets must include access to the host association’s highest VIP hospitality area.



Example for VIP ticket location

Category 1 complimentary tickets

Category 1 complimentary tickets must also be in one cohesive block, located in the same stand as the VIP complimentary tickets and between the 16m lines. In the event that additional Category 1 complimentary tickets are provided instead of VIP complimentary tickets, for the reasons explained earlier, such seats must also allow easy access to the host association’s highest VIP hospitality area.

Category 2 purchase tickets

For all EQ matches, the commercial partners also have the option to purchase a certain number of Category 2 tickets. The following principles must be observed in this regard.

- The Category 2 purchase tickets should be along the touch line (i.e. not behind the goals) with a good view of the pitch and in one cohesive section.
- EQ commercial partners’ tickets must be sold at face value and at the same price charged to supporters (with no surcharge for advance sales).
- One invoice must be sent per EQ commercial partner, including purchase order numbers if relevant.
- Invoice addresses will be provided by UEFA by e-mail.
- Ticket prices may vary from match to match.
- Payment must be made within 30 days of receipt of invoice. In the event of non-payment, the host association must send a reminder to the relevant EQ commercial partner and inform UEFA.



Example for Category 1 and Category 2 ticket locations

5.2 HOSPITALITY

The host association is expected to invite UEFA and EQ commercial partner VIP ticket holders into the highest VIP hospitality area free of charge. These VIP ticket holders should be given the same services and facilities as the host association's VIP hospitality guests.

If not stated on the hospitality pass, the host association must include with each pass a letter in both English and the local language

that includes the following information on the hospitality area:

- location and access information
- name
- opening hours
- dress code
- any special requirements (age restrictions, RSVP, etc.)

Further guidelines and recommendations can be found in section 4.1.



5.3 PARKING

The host association must provide up to 60 parking spaces for UEFA and EQ commercial partners free of charge. The parking spaces must be in a prime position and, wherever possible, have easy access to the VIP hospitality area. The surface of the parking spaces must be suitable for use in adverse weather conditions.

In order to gain access to these parking places, the host association should provide the above parties with a parking pass that includes the following information:

- location and access information (directions)
- name
- opening hours

5.4 DISTRIBUTION OF TICKETS, HOSPITALITY PASSES AND PARKING PASSES

All UEFA and EQ commercial partner tickets, hospitality passes and parking passes must be provided to the UEFA venue manager upon his/her arrival on site before each respective match. None of these items must be sent out by mail.

The UEFA venue manager will assign the tickets, hospitality passes and parking passes to the guests and return them to the host

association for distribution at the ticket collection point at the stadium (e.g. welcome desk, ticket booth). In case no ticket collection point is available at the stadium, a solution for on-site ticket distribution needs to be agreed upon between the national associations' match manager and the UEFA venue manager during the official site visit.

5.5 DEADLINES

The following deadlines need to be respected by both the host association and UEFA.

- The host association is obliged to inform UEFA of its Category 2 purchase ticket prices (in local currency and including any VAT) by no later than 120 days before each respective match.
- UEFA will inform the host association three weeks before each match of the number of requested Category 2 purchase tickets for EQ commercial partners.
- All VIP and Category 1 complimentary tickets as detailed in section 5.1 need to be made available by the host association by default. If not used by either UEFA or the EQ commercial partners, UEFA will start releasing some of these tickets as of Monday in the respective matchweek.



**EUROPEAN
QUALIFIERS**

6 BROADCAST FACILITIES

- 6.1 SPACE, FACILITY AND CONSTRUCTION REQUIREMENTS
- 6.2 CAMERA POSITIONS
- 6.3 COMMENTARY POSITIONS
- 6.4 OBSERVER SEATS
- 6.5 TV STUDIOS
- 6.6 PITCHSIDE PRESENTATION AREAS
- 6.7 PITCH REPORTER POSITIONS
- 6.8 INTERVIEW AREAS
- 6.9 TV COMPOUND
- 6.10 CABLING
- 6.11 POWER AND LIGHTING

6

BROADCAST FACILITIES

6.1 SPACE, FACILITY AND CONSTRUCTION REQUIREMENTS

The location of dedicated areas, access and facilities for EQ broadcasters will be discussed and agreed between the host association, UEFA and the EQ broadcasters at site visits.

Space and facility requirements

The host association must provide space and existing infrastructure for the installation of broadcast facilities. If necessary, this will require seats to be removed, even if this reduces ticket sales.

Construction requirements

If any of the required facilities defined by the commercial regulations (such as camera positions, indoor studios, commentary positions, interview positions and cable pathway infrastructure) do not already exist, the host association will be required to construct these at its own expense. Any possible losses in ticketing income caused by such temporary constructions also need to be covered by the host association.



6.2 CAMERA POSITIONS

In order to guarantee a consistently high standard of broadcasting across all EQ matches, national associations must ensure that the camera positions described below can be accommodated, unless they present any safety or security risks to players, officials or the public. Where required, security must be provided by the host association for these camera positions. All camera positions and activities are subject to UEFA approval.

Some broadcasters will have a higher level of production than others, but all positions that have been specified in the commercial regulations must be made available. If these facilities are not specified in the regulations

but the match profile or other circumstances justify the need for them, the host association is requested to make every effort to provide them.

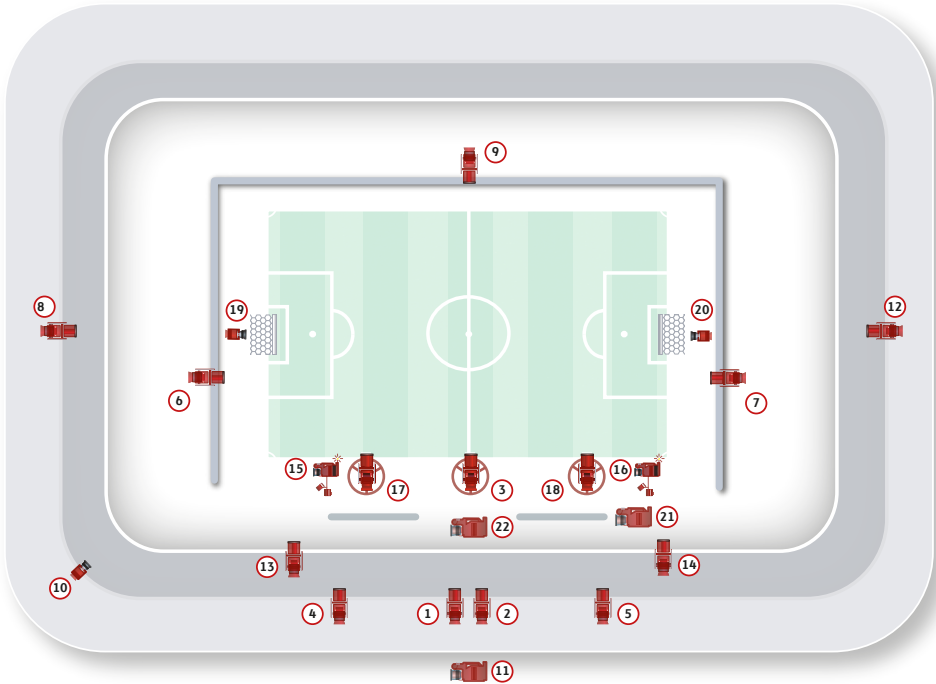
Broadcasters are requested to advise the maximum potential camera positions and other broadcast facilities as described in this chapter at the time of the site visit. Unilateral broadcast facilities must be kept available by the national association until the Wednesday of the week before the matchweek, when all broadcaster production plans will be confirmed by UEFA.

6.2.1 Camera platform specifications

- All platform constructions and locations must comply with the health and safety regulations of the country in which they are being constructed.
- The base of the platform must be solid and non-vibrating.
- The base of the platform should be covered with a smooth yet non-slip surface.
- Safe and stable access must be provided to every platform.
- Every camera position must have a clear unobstructed view of the whole pitch.
- No person should be allowed to stand or cross in front of the view of the camera shot, including photographers, event staff, security staff and spectators.
- To avoid any potential view obstructions, a minimum clearance of 2.6m is required from the lens height to the base of the seats in the first row of seating in front of these positions. This rule may also be applied to the seats either side of the platform.

6.2.2 Standard camera positions

The following diagram is based on an enhanced production plan for a match of high interest, and outlines the potential positions that could be required. On matches of lesser interest, fewer positions will be required.



Main camera platform (1 and 2)

These cameras should be positioned in the main stand and situated exactly on the halfway line, covered and facing away from the sun. Space must be provided for at least three cameras (camera 1 and 2 plus one unilateral camera) on a platform at least 6m in length and 2m in depth. These cameras must have a full and clear view of the whole pitch, and it must be possible to use them unaltered (i.e. without applying side viewfinders).



Pitchside halfway camera (3)

A fixed camera on the halfway line at pitch level on the same side as the main camera. The pitchside halfway camera is used for player and referee close-ups. It may be necessary for this camera to be placed between the substitutes' benches, in which case a solution must be found to enable an unimpeded view of the field of play and substitutes' benches for the UEFA fourth official, and a clear view of the pitch for national association representatives.



16m cameras (4 and 5)

Two cameras installed on platforms in the main stand exactly on the 16m lines, at the same level or higher than the main camera platform.



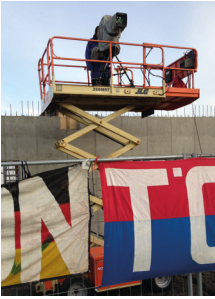
Low behind-goal cameras (6 and 7)

Two areas must be made available behind each goal for the host broadcast cameras (6 and 7) and additional unilateral cameras. One area must be on the side closer to the main camera and one on the far side of the goal. These areas should be a minimum of 10m long and 2m wide each.



High behind-goal cameras (8 and 12)

A camera installed on a platform in the stands behind each goal, at a height permitting an unobstructed view of the penalty spot from above the crossbar. At the request of a unilateral broadcaster, a second position (i.e. space for a second camera and operator) should be made available if possible.



If there are no stands at either end, a temporary solution will have to be provided (e.g. scaffolding tower, stable scissor lift) to accommodate this position.



Reverse camera (9)

One camera centrally located in the reverse stand, and up to three pitchside cameras (depending on unilateral demand) also centrally located on the reverse side.



Beauty camera (10)

This is a fixed camera, either mounted or on a platform high in the stadium, to give a panoramic static shot of the whole arena.



Handheld (11)

A handheld camera (i.e. steadycam) will be used to cover team arrivals, team line-ups as well as pre- and post-match activities.



6m cameras (13 and 14)

Two cameras on the same side as the main camera on platforms between pitch level and approximately five metres above the pitch, facing the 6m lines.



Steadicams (15 and 16)

If space permits, up to two steadicams may be used along the touch line, on the same side as the main camera, one covering each half of the pitch.



20m cameras (17 and 18)

One or two (one either side) fixed pitchside cameras may be installed on the same side as the main camera in line with the imaginary 20m lines. These cameras must remain behind an imaginary line drawn from the substitutes' benches to the corner flags in order to maintain an unobstructed view of the field of play for the team representatives seated on the benches.



Mini-cameras (19 and 20)

A mini-camera may be placed behind the goal, as long as it does not touch the net. A mini-camera may also be attached to the poles that support the net or the cable connecting the back of the net to the vertical stanchions directly behind the goal. The camera may not, however, be attached to the net or to the actual goalposts or crossbar, and must not present any danger to the players; in particular, players running into the net must not be able to make contact with the camera. Mini-cameras are subject to UEFA's approval.



Bench camera (21)

One or two (one on either side) portable cameras – cabled or wireless – may be located outside the technical area and in a fixed position unless agreed otherwise, positioned to cover the substitutes' benches.

These cameras must be located outside the technical area, and must not disturb players, coaches or match officials, who must have a clear view of all corners of the field of play. The cameras must remain behind an imaginary line drawn from the substitutes' benches to the corner flags.



Tunnel camera (22)

A camera may be used in a fixed position, approved by UEFA, in the area between the pitch and the dressing rooms (or the players' tunnel). It may only be used to record the moments before the teams exit the tunnel at the start of the first and second halves (and the teams' exit prior to the warm-up).

6.2.3 Additional camera positions



Crane (jib) cameras

These are permitted behind the goal if there is sufficient space and they do not cause security or safety issues for players, spectators or anyone else operating in this area.



Rail camera

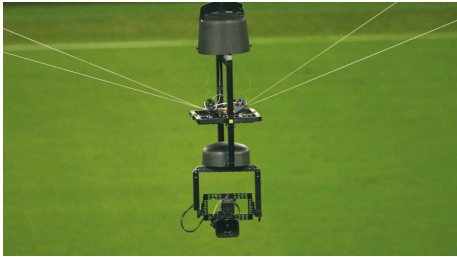
Rail cameras are permitted, subject to final approval by UEFA, as follows.

- a) On the 'near' side (the same side as the main camera), a camera may run on rails along the near touch line, either remote controlled or operated by a seated cameraman. Sufficient space must be left for players to warm up and for the assistant referee.
- b) On the 'far' side (the side opposite the main camera), a camera may run along rails behind the advertising boards from one 16m line to the other, provided that it does not obstruct the view of spectators or cause any safety or security risks.



Behind-goal hot-head cameras

A hot-head camera may be used behind the goal in front of the advertising boards, provided the camera position does not obstruct the advertising boards or cause any danger to the players.



Aerial camera system

Aerial camera systems above the pitch, such as spidercams, cablecams, etc. may be used at EQ broadcasters' request, subject to:

- compliance with local safety and security regulations (i.e. approval by the relevant authorities);
- UEFA approval (including a minimum height, as this may vary from venue to venue);
- compliance with UEFA instructions regarding camera use.



Goal-line cameras

Cameras located in the stand or roof (generally unmanned and mounted), directly in line with each goal line.

New camera systems

As a result of technological advances, new camera equipment may be developed, which may require new positions in the stadium. Subject to both the availability of space and safety and security considerations, such camera positions may be approved by UEFA on a case by case basis in consultation with the EQ broadcasters and national associations involved.

6.2.4 Camera position guidelines

The following guidelines provide a summary of camera operations. Any questions regarding detailed operations should be addressed to UEFA.

Steadicams

Pre-match

- Only one camera, belonging to the host broadcaster, is allowed on the pitch.
- The on-field camera should preferably be a wireless camera. If not, a cabled camera may be used as long as a cable assistant manages the cable.
- The camera should cover:
 - a) the teams entering the pitch;
 - b) the team line-ups – as teams stand facing the main stand during the playing of the national anthems;
 - c) the coin toss – when the referee and team captains come together after the fair play handshake and the team photo session. A sound operator carrying a microphone may also enter the pitch at this point.
- The host broadcaster steadicam may also go around the perimeter of the pitch to film the teams' warm-ups and other on-pitch events.

During match

- Coverage is permitted along the nearside touch lines and around the corners (provided that the view of other broadcast or photo cameras behind the goals is not affected).
- If operating only one steadicam, the host broadcaster may change sides at half-time.

Post-match

- Up to two of the host broadcaster's cameras are allowed on the pitch at the end of the match.
- The cameras may follow the players or the referees off the pitch as far as the tunnel entrance.
- These cameras should preferably be radio frequency cameras. If not, cabled cameras may be used as long as a cable assistant manages the cable.

Pitchside halfway camera

The exact location of this camera is extremely important to the coverage of a UEFA match. Its proximity to the substitutes' benches and the fourth official means the positioning of this camera is a sensitive matter.

- It is vital that the camera is on the halfway line.
- It should be located in front of, and/or to the side of, the fourth official, so that both the camera and the official have a clear view of the pitch.
- The coaches' and players' lines of sight from their bench seating to the pitch should not be blocked.
- The working space of the assistant referee should not be encroached upon.
- The location of the camera, in front of any potential movement of people, should allow the camera an unobstructed view of the pitch.

- The positioning of the camera should not affect the entrance of the players. The fourth official's bench may be moved temporarily for this purpose, if necessary, and put back in place as soon as the players have entered the field.

Aerial camera system

Pre-match, half-time and post-match

- During these periods an aerial camera may move at a minimum height of 3m above the pitch and its immediate surroundings.
- During the players' warm-ups, the camera may operate at a minimum height of 10m above the pitch.

During match

- The camera may move at a minimum height of 21m above the pitch during play
- The camera should always fly behind the action.
- If the ball touches the camera or associated equipment this is considered an external interference by the referee, and a drop ball will take place in accordance with the Laws of the Game.
- The camera should be located out of the way (preferably on the side lines) for goal kicks.
- The camera must not move during a penalty kick.

ENG cameras

UEFA ensures that each EQ broadcaster's ENG crew consists of no more than two persons: a camera operator and either a reporter, producer or camera assistant. EQ broadcasters' ENG crews may occupy the following positions at EQ matches.

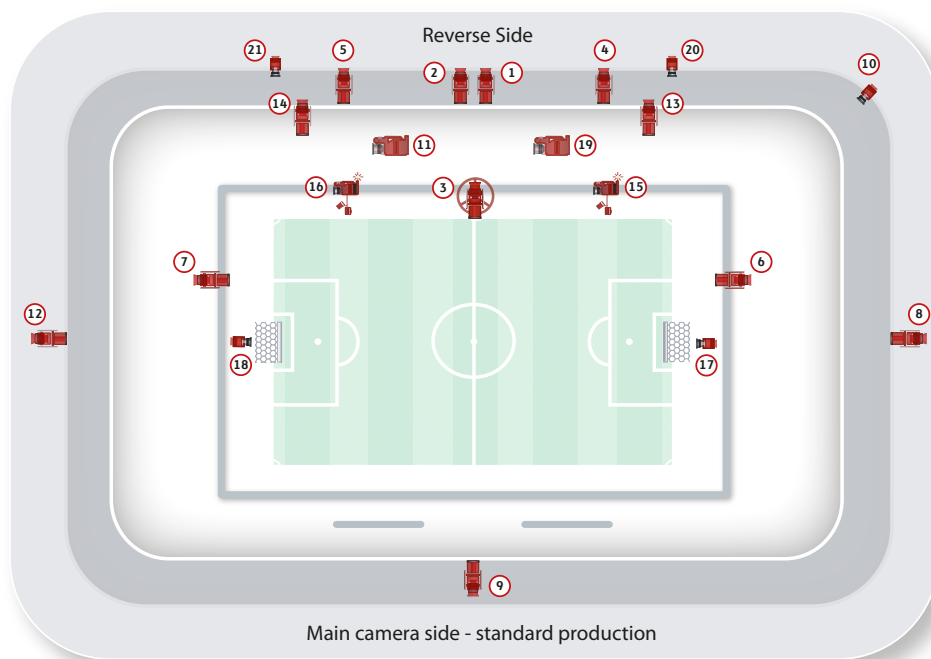
ENG crew positions	
Pre-match	On the near touch line alongside the photographers for the players' entry onto the field and team line-ups
During the match	Behind the advertising boards at both ends, subject to space and UEFA approval; ENG crews may change ends at half-time only, if space permits, and may not move during the match
Post-match	Flash interview positions, press conference room and mixed zone, subject to space and UEFA approval



6.2.5 Double production

At matches for which double production rights will be exploited, a TV production plan will be implemented on both sides of the stadium in order to meet the commercial obligations. UEFA will assume the role of host broadcaster and be responsible for the double production signal.

The following drawing represents the possible camera positions for an enhanced double production plan. For a detailed explanation of each position, please refer to the standard camera position descriptions (see 6.2.2 above), but note that they are on the reverse side of the stadium and are in addition to the cameras for the standard production on the main side.



Note: this camera plan only shows the double production cameras on the reverse side. The main production cameras are not indicated, for the purpose of clarity.

Camera positions	
Main camera platform (1 and 2)	Handheld (11)
Pitchside halfway camera (3)	6m cameras (13 and 14)
16m cameras (4 and 5)	Steadicams (15 and 16)
Low behind-goal cameras (6 and 7)	Mini-cameras (17 and 18)
High behind-goal cameras (8 and 12)	Bench camera (19)
Reverse cameras (9)	Goal-line cameras (20 and 21)
Beauty camera (10)	

The possibility of sharing some of these cameras (e.g. beauty, high behind-goal) with the standard TV production will be considered but is not guaranteed.

Please note that additional key requirements related to double production have been summarised and communicated to all national associations in the UEFA Circular Letter No. 8/2014, dated 14 February 2014.

6.3 COMMENTARY POSITIONS

General requirements

- The number of commentary positions required for the European Qualifiers varies according to the popularity of the match (for the definition of match profiles with corresponding service levels please refer to section 1.6).

Commentary positions	
Level A	15
Level B	15
Level C	10

- Commentary positions must always be located on the same side as the main camera platform and must provide an unobstructed view of the entire playing area.
- The middle of the commentary area should be on the halfway line, and all positions must be located between the 16m lines.
- Access to the commentary positions must be secure and separate from spectators. It is the national association's responsibility to ensure the area is completely closed off to the public.
- Commentary positions must consist of one desk (minimum 1.8m wide) with three seats and must be equipped with the necessary power supply (at least two household or Schuko sockets per commentary position), lighting, and phone/internet connections.
- The commentary positions must be under cover, but outside in the stand to capture some crowd atmosphere.
- The positions must be easily accessible

from the media working area, the press conference room and the mixed zone. In addition, match commentators must be able to access the national association's media hospitality area.

- Each seat of every commentary position, as well as all equipment at the commentary positions, must be easily accessible to technical personnel during the match in a way that does not disturb the commentators.

Construction

National associations provide the space for commentary positions and must construct extra positions as required. If commentary positions need to be built by the host association, it is recommended that the following principles are applied to their construction.

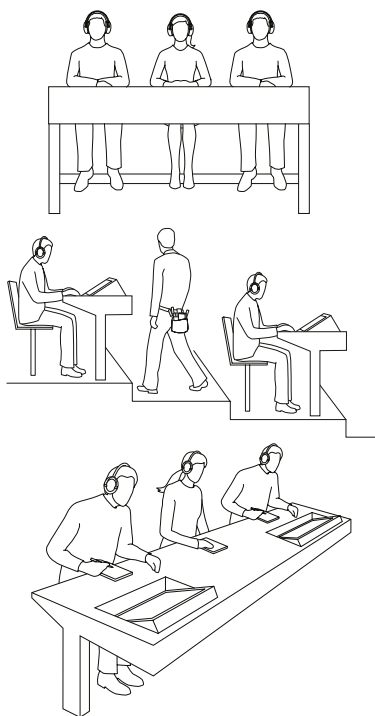
- There must be sufficient space for three commentators per position, with a minimum width of 180cm; the height of the table must be approximately 75cm and depth preferably 50cm. There must be access on each side and behind the seats for other commentators to move into their positions.
- There must be sufficient space on the table for two monitors, a standard commentary box, a phone and papers.
- Ideally, it should be possible to recess the TV monitors into the table and provide chairs at the appropriate height to enable commentators to see the entire pitch and the monitor at the same time.

In a normal stand, a commentary position would occupy space equivalent to that taken up by nine seats (three for the desk, three for the seats and three for access).

Broadcasters may use a mini-camera or a handheld camera for in-vision presentations before the match, during half-time and at full time. Upon request, suitable positions for these in-vision presentations need to be made available by the host association. They will be identified during the site visits and are subject to UEFA approval.

Additional double production commentary requirements

For matches with double production, two additional commentary positions must be provided, located in the reverse stand, centrally, on the same side as the main double production camera platform and with an unobstructed view of the pitch. Construction and facilities should be to the specifications of the commentary positions in the main stand.



6.4 OBSERVER SEATS

- EQ broadcasters may request observer seats for accredited staff members with pre- and post-match roles on site, but no role during the match itself. Such seats must be covered and located in or adjacent to the media tribune and between the 16m lines.
- The host association will be asked to provide UEFA observer seats as follows.

Observer seats	
Level A	20
Level B	10
Level C	10

6.5 TV STUDIOS

Indoor studios



- Host associations must provide space for at least one indoor broadcaster studio, individually enclosed and a minimum of 5m long by 5m wide by 2.3m high.

Indoor studio	
Level A	1
Level B	1
Level C	1

- If suitable space does not exist within the stadium, national associations must provide an alternative solution (e.g. a temporary building outside the stadium).
- The studios must be as close to the dressing rooms as possible, in order to satisfy EQ broadcasters' unilateral requirements.
- Technical power and lighting (as set out in section 6.11) must be provided free of charge by the host association, with technical equipment and studio lighting provided by the EQ broadcasters.

Pitch view studios



- At the request of EQ broadcasters, the national association must provide one or two existing studios or executive boxes (depending on the level of the match) with an unobstructed view of the pitch.

Pitch view studio	
Level A	2
Level B	2
Level C	1

- Studios must be a minimum of 5m long by 5m wide by 2.3m high. They must be enclosed and have an unobstructed view of the pitch and the stands.
- Technical power and domestic lighting must be provided free of charge by the host association, with technical equipment and studio lighting provided by the EQ broadcasters (see section 6.11).
- If a suitable facility of this kind does not exist within the stadium, the host association must provide space (free of charge) for a studio to be constructed, which may entail the removal or non-sale of seats at the expense of the national association. However, the broadcaster must carry out and pay for the construction of the studio, subject to local approvals.
- Any seat (and associated ticket revenue) losses are borne by the national association, even if these seats are lost, to ensure that the view from the pitch view studio is not obstructed.

- Safety approvals for a newly constructed studio are the responsibility of broadcasters and their construction companies, but national associations should provide liaison and support with any local authority checks and approvals that may be required.
- All security measures are the responsibility of the host association.

6.6 PITCHSIDE PRESENTATION AREAS

- Up to two areas for pitchside presentations, one on either side of the substitutes' benches, must be made available to EQ broadcasters.
- Each area should measure 15m by 3m and be available for pre-match, half-time, pre-extra-time and post-match presentations.
- Host associations must also provide the power requirements set out in section 6.11 for these areas.
- The pitchside presentation areas must be safe for EQ broadcasters' staff and guests and must be able to accommodate a presentation desk and broadcaster lighting.



6.7 PITCH REPORTER POSITIONS

- Host associations must provide pitch reporter positions for a limited number of EQ broadcasters at each venue. These will be subject to UEFA's approval.
- National association staff and players may not communicate with pitch reporters during a match or look at their TV monitors.
- Generally, one position for the host broadcaster and one for the main visiting broadcaster will be required, each with a clear view of the relevant substitutes' benches.
- These two pitch reporter positions should each have space for two people (one reporter and one technical assistant) and must be outside the technical area in a position approved by UEFA.
- Additional positions may be required behind each goal for other EQ broadcasters. These pitch reporter positions will have space for one reporter only.

6.8 INTERVIEW AREAS

Super flash interview area

- Space for two super flash positions, each measuring 3m by 3m, must be allocated between the pitch and the tunnel entrance, and must be kept safe for participants.

Flash interview area



Flash interview positions	
Level A	6
Level B	4
Level C	4

- Each position must measure 3m by 4m and have space for an interview backdrop measuring 3m by 2.3m.
- National associations must meet the power requirements set out in section 6.11.
- Host broadcasters must provide the necessary lighting and equipment.

VIP interview area

- National associations should provide space for up to two single camera interview positions at the entrance to or inside the VIP sector or hospitality area, as long as this does not disturb the VIP guests and sufficient space is available.

6.9 TV COMPOUND

National associations must provide a clear, solid and even parking area for EQ broadcasters' technical and production vehicles – including outside broadcast (OB) vans, tender trucks, generators, satellite uplink vehicles and any other technical and support vehicles that may be required. The TV compound is for the exclusive use of EQ broadcasters. Other media staff are not permitted to park vehicles in this area (although, in limited circumstances, a national association channel may be allowed access, as set out in section 9.7).

The security of the TV compound is of paramount importance and is the responsibility of the host association.

The TV compound must:

- provide at least 1,000m² of usable space; some matches with high media interest or double production may require more than this minimum amount, in which case national associations are asked to provide their full support so that any additional needs can be met;
- be as close as possible to the stadium and certainly not more than 400m away; for single productions, the compound should ideally be located on the same side as the main camera platform; for double productions, an alternative location may be required;
- be available with its associated facilities from the arrival of the first broadcast vehicle and personnel until 12.00 on the day after the match;
- have 24-hour security staff from the arrival of the first truck to the departure of the last truck;
- be fully secured with fences at least 2m high;
- be equipped with power and backup facilities, provided free of charge by the host association;

- be equipped with telecommunications infrastructure, at the host national association's expense, to enable local telecom companies to install the relevant lines;
- have a surface (e.g. concrete) and layout suitable for any OB vehicles and sufficient drainage in case of rain;
- be lit to 50 EV (lux) to enable EQ broadcasters to work in the dark;
- include sufficient infrastructure, such as rubbish bins and access to toilets, to be made available by the host association.

Uplink area

- If the TV compound has an obstructed view of the southern horizon, an additional area with unobstructed view of the southern horizon will be required nearby for satellite uplink vehicles.
- Any such area must not be more than 50m away from the TV compound and must be able to accommodate at least six satellite vehicles, with each vehicle measuring 8m by 3m.



6.10 CABLING

National associations must provide and/or construct the necessary cable infrastructure (routes, bridges, trenches, etc.) to enable EQ broadcasters to install all broadcast cables safely and securely. Moreover, access to any existing pre-cabled systems in stadiums must be free of charge to all EQ broadcasters where requested.

In general, the following guidelines must be met when cabling at venues:

- cables must not cause any obstruction or safety hazard to players, officials or the public;
- measures must be taken to ensure that cables are as unobtrusive as possible within the stadium and the area surrounding the pitch;
- where necessary, cable bridges, cable covers, stadium dressing and other means must be used to make cables safe and secure.



6.11 POWER AND LIGHTING

In addition to the existing power and backup power to be provided, host associations provide the following power and lighting to EQ broadcasters free of charge.

Power

- In addition to the regular Schuko outputs in each position, technical power must be provided by the host association to the positions in the table below.

Pitch view studio	Power	Connector/Schuko	Type
Per studio	12KW	32A CEE	380V/3ph
Indoor studio			
Per studio	12KW	32A CEE	380V/3ph
Flash interview positions			
Per position	2.5KW	16A CEE	220V/1ph
Pitchside presentation areas			
Per position	2.5KW	16A CEE	220V/1ph

Lighting

- Working lights must be provided to all EQ broadcaster areas, including lighting allowing work to be conducted in and around the stadium before and after the match.



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7 MEDIA FACILITIES

- 7.1 MEDIA WORKING AREA
- 7.2 MEDIA SEATING (MEDIA TRIBUNE)
- 7.3 PRESS CONFERENCE ROOM
- 7.4 MIXED ZONE
- 7.5 PHOTOGRAPHERS' WORKING AREA
AND MATCH POSITIONS
- 7.6 INTERNET CONNECTIVITY
- 7.7 CAMERA STORAGE FOR NON-RIGHTS-HOLDING
BROADCASTERS

7

MEDIA FACILITIES

The term media includes written press representatives, website reporters, photographers, non-rights-holding TV and radio personnel.

7.1 MEDIA WORKING AREA

The host association must make a working area available to the media, including tables, chairs, power sockets and cabled or Wi-Fi internet connections. Host associations must ensure that the media working area is adequately heated or cooled depending on the weather conditions. The media working area, which should be located as close as possible to the media seating, must meet the minimum requirements according to the match profile as defined in section 1.6.

An area should also be set aside for buffet-style catering. Ideally, at least two monitors should be installed to allow the media to follow the pre-match build-up, half-time analysis and post-match interviews on TV. Separate toilet facilities for men and women must also be close by.

In some stadiums, where available space is limited, the media working room may be combined with the press conference room. In this case, the overall space should be increased accordingly.

Match profile	Desks and seats (minimum)
Level A	50
Level B	30
Level C	20

7.2 MEDIA SEATING (MEDIA TRIBUNE)

The following numbers of covered seats must be made available for the media in a separate and secure area of the stadium.

Match profile	Total seats	Seats with desks
Level A	100	50
Level B	50	25
Level C	30	15

Each seat with a desk must have its own power socket (preferably Schuko) and internet connection and must be large enough to accommodate a laptop.

The aim should be to maximise the use of top-quality seating areas and to ensure that media seats are not left unoccupied.

For the avoidance of doubt, the number of media seats required is in addition to the requirements for commentary positions.

Media seats must be centrally located in the main or, in exceptional cases, the opposite stand, with a clear and unobstructed view of the whole pitch and easy access to other media areas. These positions should also be under the cover of the roof and well lit.

For each home match, the host association must reserve two press seats with desks and one photographer pitch pass for UEFA's use until 48 hours before the match. UEFA will inform the host association as early as possible in the event that these desks can be released and re-assigned.



7.3 PRESS CONFERENCE ROOM

The host association must provide facilities for pre- and post-match press conferences with the following capacities.

Match profile	Seats (minimum)
Level A	75
Level B	50
Level C	30

The press conference room can be a dedicated area of the media working area, but should preferably be a separate room. It should have easy access from both the dressing rooms and the media working area or media seating, ideally with a separate door for head coaches/managers and players.



The following facilities must be provided:

- a podium with tables and chairs large enough to accommodate at least five people and the press conference backdrop;
- a TV camera platform that will allow the following number of cameras to cover the press conference:

Match profile	Minimum
Level A	20 cameras
Level B	20 cameras
Level C	10 cameras

It is recommended that this platform be approximately 40cm high and at least 1.5m deep. The width must be adapted to the configuration of the room and access and evacuation routes, but 5m should be considered a minimum. The platform can be multi-level if required, but each level should be at least 40cm above the one below. The host broadcaster must be allowed to reserve the best position at the centre of this platform to guarantee top-level coverage of the press conference.

As well as the platform, the following facilities and equipment must be available:

- microphones and loudspeakers;
- interpreters' booths and headsets if simultaneous interpreting is being provided;
- sufficient lighting for broadcasters;
- an audio splitbox with the following number of audio outputs.

Match profile	Audio outputs (at least)
Level A	25
Level B	15
Level C	10

7.4 MIXED ZONE



After the match, a mixed zone should be set up between the team dressing rooms and the location from which the teams will leave the stadium, to offer broadcasters and other media representatives the opportunity to interview players from both teams. The area should be

easily accessible not only from the dressing rooms, but also from the media seating and the media working area. It should be permanently under cover, or able to be covered for major matches. An efficient security and access control system is essential.

The mixed zone should have capacity for the following numbers of people:

Match profile	Mixed zone capacity
Level A	50 people
Level B	35 people
Level C	35 people

It should have:

- sturdy barriers between the players and the media;
- sufficient lighting for broadcast interviews;
- a sectioned-off area nearest to the dressing rooms reserved for rights-holding broadcasters, UEFA.com and national association TV channels.

The host association may also decide to provide separate sections for non-rights-holding broadcasters, audio reporters and written press representatives.

Furthermore, the host association should take the following additional guidelines into account when setting up the mixed zone:

- Host associations should, wherever possible, use a single mixed zone rather than separate mixed zones for home and away teams.
- Barrier space should be calculated on the basis of approximately 1m per camera crew in the TV section(s) and 25cm per radio or written press journalist.
- Both the media and player sides of the barriers should be at least 1.5m wide to allow players and media representatives to circulate freely.
- The mixed zone should be located as far away as possible from sources of noise such as team buses, lifts or kitchens.

7.5 PHOTOGRAPHERS' WORKING AREA AND MATCH POSITIONS

A working room must be made available for photographers, with tables, chairs, power sockets and cabled or Wi-Fi internet connections. It should contain the following numbers of positions.

Match profile	Desks and seats (minimum)
Level A	25
Level B	25
Level C	15

Individual seats or stools should be provided for photographers to ensure their comfort. Photographers should make every effort to ensure they do not obstruct the view of spectators behind them.

In principle, photographers should work behind the advertising boards behind the goals and, if necessary, along the touch line opposite the substitutes' benches. They must wear the required bibs at all times when working at pitch level.

The photographers' working area may be a dedicated section of the media working area (with overall space increased accordingly), but should preferably be a separate room. It should have easy access to the pitch.

It is recommended that lockers be provided that are large enough for photographers to store their equipment securely and safely.

Catering facilities must also be provided. If access to the media working room is easy, photographers may use the catering facilities there.

The host association must provide pitchside seating positions for photographers that include sufficient power sockets and internet connections.

7.6 INTERNET CONNECTIVITY

It is imperative that the host association provides internet connections that are appropriate for the number of media representatives present at its matches, in accordance with the minimum levels set out below. All media internet connections must be provided free of charge. Host associations are encouraged to seek specialist advice when installing internet connections.

Guideline internet capacities are as follows.

- Written press: minimum 34Mbit/sec; can be shared between media working area and media seating.
- Photographers: minimum 34Mbit/sec; can be shared between photographers' working area and pitch positions.

Cabled connections are always preferable to Wi-Fi, as they are more secure. However Wi-Fi usage is increasing in line with tablet usage. Any Wi-Fi networks should be password-protected and reserved for the media. Host associations should note that photographers need greater bandwidth than representatives of the written press. Because of higher upload usage at matches, the upload to download ratio must be symmetrical.

7.7 CAMERA STORAGE FOR NON-RIGHTS-HOLDING BROADCASTERS

A secure room for cameras belonging to non-rights-holding broadcasters must be provided by the host association. These cameras must be deposited by such broadcasters as they enter the stadium and may only be retrieved at the end of the match. The host association is responsible for the handling and security of these cameras.



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**EUROPEAN
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8 **LOGISTICS, SIGNAGE AND EUROPEAN QUALIFIERS-SPECIFIC ITEMS**

- 8.1 PROCEDURES RELEVANT TO ALL ASSOCIATIONS
- 8.2 SPECIFIC PROCEDURES FOR 100% ASSOCIATIONS
- 8.3 SPECIFIC PROCEDURES FOR 0% AND 50% ASSOCIATIONS
- 8.4 OVERVIEW

8

LOGISTICS, SIGNAGE AND EUROPEAN QUALIFIERS- SPECIFIC ITEMS

As explained in section 1.2, each national association contributes to the promotion of the European Qualifiers by granting certain promotional rights to UEFA, including the right to use certain pitchside perimeter boards for non-commercial messages.

In addition, certain associations have mandated UEFA to centralise the sales of their remaining pitchside perimeter boards. Some have signed over their full remaining board inventory to UEFA for commercial use ("100% associations"), others have decided to grant UEFA 50% of their remaining board inventory ("50% associations") and the remainder has decided to market the rights themselves ("0% associations").

When it comes to logistics and signage, some procedures are uniform and apply to all associations (see section 8.1 below). However, as a result of the fragmentation of sponsorship rights mentioned above, there are certain specificities and different procedures for each commercial package. These are explained in sections 8.2 and 8.3.

8.1 PROCEDURES RELEVANT TO ALL ASSOCIATIONS

Shipment and deliveries

Before its first home EQ match, each association will receive the set of EQ-specific items specified in section 8.4. The following principles apply:

- the quantity of material dispatched to each association will vary depending on the commercial package selected and will range from three flight cases to half of a 13.6m truckload;
- shipping and customs charges (including taxes) will be covered by UEFA. The associations are the importers of the material, all of which will be imported on a permanent basis and officially become association property;
- associations outside the EU are also requested to assist with import customs clearance, to act as importers and to give UEFA precise instructions as to how to issue and address all the required documentation;
- each association must provide the name of a contact person who will take receipt of the delivery and sign the goods delivery receipt form;
- the material delivered is reserved for use in EQ matches, and it is up to each association to ensure that the material is always available, well maintained and in good condition for each match;
- for confirmation of shipment addresses and for any shipping, storage or customs queries, please contact Paolo Strada, UEFA's event logistics manager (paolo.strada@uefa.ch).

Storage area

- All associations are requested to find suitable safe and secure storage space for the material received, before their first home match and between the respective matches.
- In August 2016, UEFA will supply specific material for the 2018 FIFA World Cup qualifiers, but the associations will be able to reuse the structures and cases delivered for the UEFA EURO 2016 qualifiers and should therefore store them carefully.

Domestic transport

- For each home match, associations need to ensure that the material reaches the respective venue in good time (MD-3 in the evening). Associations that decide to play their qualifying campaign across several stadiums are responsible for domestic transport of the material from one venue to the other.

8.2 SPECIFIC PROCEDURES FOR 100% ASSOCIATIONS

Shipment and deliveries

- All 100% associations will receive all the material by truck to the stadium for their first home match on MD-3. The association will therefore need to ensure that parking space for a 13.6m truck is reserved at the venue from MD-3 in the evening until the truck has been fully unloaded (by MD-2 early afternoon). The truck will be half full and will contain flight cases, a locked steel cage of various materials, board frames and boards on pallets.
- A forklift truck will be sourced by the UEFA signage team, who will be responsible for unloading the truck on MD-2. Once unloaded, the truck will depart.

Working area

- The association will be required to provide a working area of around 50m² for the signage team to manage the material. This space should be provided for each EQ match from MD-2 to MD+1, at pitch level.
- At venues where double production has been agreed, an additional 50m² working area, also at pitch level, will be required for the signage crew installing the LED boards.

Promotional items (based on Article 8 of the commercial regulations)

- National associations are responsible for installing the stadium protocol flags for each match (see section 2.8). UEFA will provide the UEFA flag, the competition flag and the Respect flag. The FIFA protocol flag will be provided directly by FIFA. Sourcing the national team flags is the responsibility of each association.
- In addition, UEFA will provide certain branded elements for the pre-match line-up procedure. The installation of such items will be the joint responsibility of the UEFA signage team and the host association.
- The UEFA signage team will provide and install all remaining promotional items, including the pitchside perimeter boards, the substitutes' bench inserts, the line-up arches and the substitution boards and stickers.



Substitutes' bench inserts

Commercial items

- The UEFA signage team will install all commercial pitchside perimeter boards.
- The UEFA signage team will also install the media backdrops (press conference backdrop, flash backdrops and mixed zone backdrops) in the stadium and mount some directional signage.
- Should the host or the visiting association decide to hold the MD-1 press conference away from the stadium (e.g. in the team hotel), it is the host associations' responsibility to transfer one of the two press conference backdrops provided by UEFA to the respective press conference location and return it to the stadium afterwards.

Timeline

MD-2	The UEFA signage team starts setting up the pitchside perimeter boards, media backdrops and signage material in the stadium.
MD-1	The UEFA signage team completes set-up before the first training session.
MD+1	The UEFA signage team finishes dismantling all pitchside perimeter boards, media backdrops and signage material and hands all materials back to the host association (the material will be returned to the signage working area unless otherwise agreed).
As of MD+1	The host association stores the materials safely and securely until its next home match.

8.3 SPECIFIC PROCEDURES FOR 0% AND 50% ASSOCIATIONS

Shipment and deliveries

- All 0% and 50% associations should expect to receive three to five flight cases before their first home EQ match.
- The flight cases will be delivered to the association headquarters or to the match venue at least seven days before the first home match. By no later than May 2014, these associations will need to confirm their shipping addresses to UEFA. The flight cases will all be on wheels to ensure they can be easily manoeuvred inside the stadium.
- Each association is responsible for handing over the relevant items to the UEFA venue manager, and for ensuring that all signage material is set up by MD-1 (at least an hour before the start of the first training session).

Working area

- At venues where double production has been agreed, a 50m² working area, at pitch level, will be required for the signage crew installing the LED boards. This space should be provided from MD-2 to MD+1.

Promotional items (based on article 8 of the commercial regulations)

- National associations are responsible for installing the stadium protocol flags for each match (see section 2.8). UEFA will provide the UEFA flag, the competition flag and the Respect flag. The FIFA protocol flag will be provided directly by FIFA. Sourcing the national team flags is the responsibility of each association.
- Standard artwork will be provided for use on substitution boards. Each association must adapt the artwork to fit its own boards and produce its own board stickers, taking care not to stretch or squeeze the artwork so as not to distort the original or the proportions.
- Substitutes' bench inserts will be produced centrally by UEFA and provided to all associations. It is the responsibility of each association to install the inserts on the inside of the substitutes' benches so they are visible above the shoulders of the players when viewed from the bench camera.
- Line-up arches, walk-on carpets and national team flags for the line-up ceremony will be produced centrally by UEFA and provided to all associations. It is the responsibility of each association to install these items for each EQ match, based on a standard procedure provided by UEFA.
- Associations must produce and install the following promotional pitchside perimeter boards for each EQ match:
 - one 19m centre board (centred on the halfway line), divided into 3 elements (6m, 7m, 6m);
 - two 6m end-of-goal-line boards.

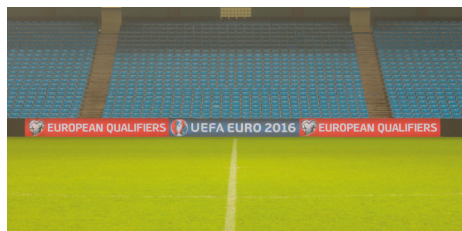


Standard artwork will be provided by UEFA for use on static and LED boards. The exact location for static boards is indicated in the graphic on the previous page.

Each association must ensure that these boards are incorporated into their existing perimeter board configurations. This means that the boards must be the same height and style as the existing pitchside perimeter boards.

Associations therefore have two options:

- as a minimum quality standard, pitchside perimeter boards must be produced on non-reflective plywood or other suitable material, in matt finish. Banners may not be used;
- associations using an LED system may incorporate the boards into this, provided that these boards remain static. Furthermore, the width of the boards must be as indicated in this manual.



The boards must be installed in such a way that their content is fully legible through the main cameras, even under floodlights. Furthermore, the centre board and the two end-of-goal-line boards must be within the unimpaired viewing range of the main camera.

If the centre board is on the same side as the substitutes' benches, there are three possible solutions.

1. The centre board may go in front of the substitutes' benches (closer to the pitch than the other boards), leaving a gap on both sides to enter the pitch (which must not be visible through the main camera).

2. Boards may go in front of the substitutes' benches in one line, with all other commercial boards on the touch line, and two gates fitted to allow access to the pitch.
3. Where the technical area has to be left free, substitutes' benches must be moved to the other side of the pitch.

National associations should refer to the EQ brand guidelines for the exact details of production materials and artwork. All EQ branding shown in this manual is for illustration purposes only.

Commercial items

- In addition, 50% associations will receive artwork for the centralised commercial partner perimeter boards. The exact procedure for the correct production and installation of the boards is defined in the "Signage Production and Installation Guidelines" sent to all 50% associations on 16 December 2013.
- For media backdrops (press conference backdrops, flash backdrops and mixed zone backdrops), no centralised UEFA commercial partner identification is required. All 0% and 50% associations may use EQ artwork for those backdrops, as long as they comply with the EQ brand guidelines. However, this is not an obligation, so associations may also choose to use their own artwork and commercial partner identifications.

Timeline

MD-3	The host association delivers the items it has produced itself (pitchside perimeter boards, substitution board stickers, etc.) to the venue.
MD-1	The host association completes the set-up of all production items at least one hour before the start of the first training session.
MD+1	The host association finishes dismantling all production items.
As of MD+1	The host association stores the materials safely and securely until its next home match.

8.4 OVERVIEW

Items provided to all associations (non-exhaustive list)

- UEFA protocol flags (stadium flags)
- Branded items for the pre-match line-up procedure, including a walk-on carpet, a line-up arch and two identical national team flags (one of which needs to be used for away matches)
- Substitutes' bench inserts
- Press conference table signs
- Accreditation items (cards, lanyards, posters, stickers, bibs)
- Badges (player badges, Respect badges, captains' armbands)
- Other venue team materials (branded and unbranded stationery, umbrellas, etc.)

The following items will be provided by UEFA based on each association's commercial package.

Item	100% associations	50% associations	0% associations
Press conference backdrops	Yes	Based on the EQ Brand Guidelines, national associations have the opportunity to include the EQ brand on their media backdrops	
Flash backdrops	Yes		
Mixed zone backdrops	Yes		
Promotional pitchside perimeter boards	Yes	Artwork only	Artwork only
Commercial pitchside perimeter boards	Yes	Artwork only	Not applicable
Substitution boards	Yes	No	No
Substitution board stickers	Yes	Artwork only	Artwork only
Directional signage	Yes	No	No
adidas match balls	If the association has agreed to be part of the centralised official match ball agreement		
Match ball plinths	If association has agreed to be part of the centralised official match ball agreement		



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9

BROADCAST AND MEDIA ACTIVITIES

9.1 GENERAL PROVISIONS

National association press officers

Each national association is required to have an English-speaking press officer, who will be responsible for ensuring that all media facilities and services meet UEFA's standards, for coordinating the team's media activities, and for assisting UEFA with background and statistical information where required. The press officer will also be the main point of contact for UEFA before and during the EQ cycle and will be required to cooperate closely with the association's match manager and the UEFA venue manager, who will ensure the smooth implementation of all centralised broadcast and commercial operations.

UEFA media officers

UEFA media officers will be appointed by UEFA for selected EQ matches. These appointments will be made with the objective of providing additional support to the host association for matches with particularly heavy media pressure or challenging circumstances. Whenever possible, UEFA media officers will be selected on the basis of language skills, experience levels and knowledge of the football and media culture of the competing teams.

The national associations' press officers will be informed of the appointment of a UEFA media officer well ahead of the match in question. The associations also have the option of requesting such support, in which case an assessment will be made by UEFA. In the majority of cases, the UEFA media officer will arrive on MD-2. In each case, the UEFA media officer will work with the host association's press officer to prepare and deliver the match, as well as making recommendations for changes to facilities, services and operations for future matches where relevant.

Communication with UEFA

UEFA media services and operations will be the national associations' main point of contact for media-related matters before and during the EQ cycle. Associations may ask for clarification on media-related issues at any time by contacting **media.ops@uefa.ch**.

Press conferences

General principles

- Both associations are required, in coordination with UEFA, to stage press conferences on MD-1 and after the match.
- Each press conference should be conducted by the press officer of the relevant association.
- In principle, and unless alternative arrangements have been agreed beforehand by the two associations, the host association is responsible for providing a qualified interpreter with a strong knowledge of football.
- In principle, all press conferences are open to all media accredited for the match, regardless of media sector or nationality. Any limiting of media access must be agreed in advance between the associations and UEFA.
- Coaches and players attending press conferences must comply with the kit rules (see section 3.6).
- National associations are reminded that press conferences may be broadcast live by all media representatives present, regardless of location. In addition, no embargoes or other restrictions are imposed on the use of press conference content.

Press conference backdrops and table signs

- For matches in 100% associations, both the home and visiting teams' press conferences on MD-1 and post-match must be held in front of the official EQ press conference backdrop, with exclusivity for all EQ partners. UEFA will install the EQ press conference backdrop and table signs for press conferences held in the match stadium. Should the host or the visiting association decide to hold the MD-1 press conference away from the stadium (e.g. in the team hotel), this needs to be agreed with UEFA. In this case, it is the host associations' responsibility to transfer the press conference backdrop to the respective MD-1 press conference location and return it to the stadium afterwards.
- For 0% and 50% associations, UEFA will provide table signs but no press conference backdrops. The host association decides on the backdrop to be used.

9.2 MD-1 ACTIVITIES

Overview

Activity	Description	Location
MD-1 press conferences	To be attended by the head coach/manager and at least one player	In principle at the press conference room of the match stadium
MD-1 training sessions	To be arranged by both associations and UEFA together, so that the media can attend both training sessions. Must be open to all media for at least 15 minutes	In principle at the match stadium
MD-1 interviews	Head coach/manager and one player to be made available for interviews by host broadcaster and main visiting broadcaster	To be agreed between the association(s) and broadcasters

MD-1 press conferences

- MD-1 press conferences are to be attended by the head coach/manager and at least one player.
- MD-1 press conferences should be held between 12.00 and 20.00 local time. Any alternative timings require UEFA's prior approval.
- In principle, press conferences are staged in the stadium in which the match is to be played, unless an alternative location is agreed in advance with UEFA.
- If a press conference is held in a location other than the match stadium, each national association is responsible for providing and paying for the necessary technical infrastructure and services, including a qualified interpreter with a strong knowledge of football, at the chosen venue.
- If an association organises additional pre-match media activities – a mixed zone, for example – such activities may supplement but not replace the pre-match press conference.

MD-1 training sessions

- Both associations must open up their MD-1 training sessions to all media representatives for at least 15 minutes, regardless of location. Training sessions that start earlier than scheduled must nevertheless be open to the media for the advertised period of time.
- If media access is limited to 15 minutes, the association, together with the press officer, is responsible for ensuring that the stadium is clear of media representatives after the 15 minutes have elapsed and that all permanently installed TV cameras are switched off.
- In principle, both teams will hold their training sessions in the stadium where the match will take place, unless alternative arrangements are agreed with UEFA.



Coordination of MD-1 press conferences and training sessions

- National associations' press officers must send the times of their MD-1 press conferences and training sessions to UEFA and the opposing team the week before the match. Deadlines for confirming this information will be communicated in advance of each matchday by UEFA. The host association's press officer must ensure that the match manager is fully informed of these plans and any subsequent changes.
- UEFA will compile a complete schedule of MD-1 activities for all matches and communicate this information to the associations.

- The associations are requested to work together to coordinate the timing of their MD-1 press conferences and training sessions, so that the media are able to cover the activities of both teams and that the relevant media deadlines are respected.
- In cases where associations are unable to reach an agreement, the visiting association will have first choice of timing for its press conference and training session, provided that these times are confirmed by the deadline set by UEFA. In the event of a dispute, UEFA's decision is final.
- All MD-1 timings must be sent to UEFA media operations. Only these communications will be considered as valid in the event of arbitration by UEFA.
- Associations are requested not to change their MD-1 plans any later than 48 hours prior to the match, other than on account of force majeure.
- If both training sessions take place in the stadium, associations need to make sure that there is a gap of at least 30 minutes between the end of the first training session and the start of the second.

MD-1 interviews

Associations must make the head coach/manager and a key player available for a short interview with both the host broadcaster and the main visiting broadcaster, if requested. These interviews normally take place before or after the relevant official training session.

9.3 MD ACTIVITIES

Overview

Activity	Description	Location
Dressing room filming	One HB camera crew may enter each dressing room prior to the team arrival to film players' shirts and equipment.	Dressing rooms
Team arrival filming	The host broadcaster is permitted to film the arrivals of both teams using a maximum of three cameras.	Predetermined locations
Pre-match interviews	EQ broadcasters are permitted to conduct pre-match interviews with official team delegations after their arrival at stadium.	Predetermined location
Half-time interviews	Host and main visiting broadcasters may conduct half-time flash interviews with members of the official team delegations (excluding players).	Super flash area or flash area
Super flash interviews	The host and main visiting broadcaster may each request two super flash interviews.	Pitchside (near the players' tunnel)
Flash and studio interviews	The head coach/manager and at least two key players must be made available to all EQ broadcasters.	Flash interview area, indoor studios
Post-match press conferences	These must be attended by the head coach/manager of the relevant team and be held approximately 20 minutes after the match.	Press conference room
Mixed zone	All players listed on the match sheet must pass through the mixed zone.	Mixed zone

Dressing room filming

The dressing rooms of both teams are off limits to representatives of the media before, during and after the match.

As an exception, subject to the prior agreement of the relevant national association, one host broadcaster camera crew may enter the dressing room of each association prior to the match to film the players' shirts and equipment and conduct one brief presentation involving its main reporter or presenter. This filming must be completed well before the arrival of the players, at least two hours prior to kick-off, and will be supervised by UEFA.

In addition, subject to the prior agreement of the visiting association, the main visiting broadcaster may enter the dressing room of the visiting team and conduct one brief presentation.



Team arrival filming

The host broadcaster is permitted to film the arrival of both teams, using a maximum of three cameras in fixed positions for each team:

- at the point at which the players get off the team buses;
- en route to the dressing rooms;
- outside the door of the teams' dressing rooms (with no view inside the dressing room).

The exact locations of these cameras are subject to UEFA approval. Other EQ broadcasters may be permitted to film the teams' arrival, subject to space and security considerations and UEFA's approval.



Pre-match interviews

- EQ broadcasters are permitted to conduct pre-match interviews with any member of an official team delegation (including coaches and players) before the match at a predetermined location, subject to their agreement.
- All interviews must take place in the designated broadcast areas.

Interviews during the match

- Interviews during play are not permitted with players or team officials listed on the match sheet.
- Head coaches/managers, players who have been substituted or sent off, officials or unused substitutes may also not be interviewed during a match.

Half-time interviews

- The host or main visiting broadcaster may conduct a half-time flash interview with a member of the official team delegation, subject to their agreement. This includes the head coach/manager or assistant, but excludes the players.
- The interview may be conducted at the beginning or end of half-time, but always requires UEFA's approval. It may be conducted in either the super flash or flash interview position.
- Should the host broadcaster or main visiting broadcaster not wish to use this option, it may be transferred to another EQ broadcaster in the territory of the relevant association.

Super flash interviews

- Post-match super flash interviews may be conducted at the end of the match near the entrance to the players' tunnel.
- The host broadcaster and the main visiting broadcaster may each request two super flash interviews. The first such interview is obligatory – all associations must make the head coach/manager or a key player (i.e. a player who had a decisive influence on the result) available. The second such interview is not compulsory and requires the approval of UEFA.

Flash and studio interviews

For EQ broadcasters and their viewers around the world, obtaining a reaction to the match shortly after the final whistle is an essential component of programming and an important part of why rights holders invest in on-site productions at EQ matches.

The commercial regulations require national associations to make their head coach/manager and at least two key players available to EQ broadcasters. Given the worldwide interest in the competition, the objective for both UEFA and the associations is to provide the best possible post-match service to EQ broadcasters by adhering to the following principles.

- National associations should make every effort to satisfy all interview requests by EQ broadcasters.
- Associations must ensure that players do not repeatedly refuse post-match interviews with EQ broadcasters or otherwise fail to meet their media obligations. This applies particularly to the UEFA man of the match or best-rated player (if selected) and other players who have had a decisive influence on the result.
- If there is a valid reason why a requested head coach/manager or player cannot be provided to a particular EQ broadcaster, a suitable replacement must be made available.
- UEFA will advise associations on the requested timings for interviews. In particular, the associations should make every effort to ensure that the head coach/manager and players are available for interviews within 15 minutes of the end of the match if requested, as the live programmes of many EQ broadcasters end at this time.
- Players selected for doping controls may conduct interviews after the match if escorted by a UEFA match officer or another chaperone designated by the doping control officer.
- Post-match interview requests from EQ broadcasters always take priority over mixed zone activities and interviews for national association media platforms.
- Interviews may take place after the match with head coaches/managers or players who have been sent off, subject to the agreement of UEFA and the relevant association press officer. If the head coach/manager does not fulfil this obligation, the assistant coach must do so instead.
- For home matches of 100% associations, all flash interviews (including interviews with visiting team players) must be conducted in front of the EQ backdrop.



Post-match press conference

- In principle, each team holds its own post-match press conference.
- The press conference must be attended by the head coach/manager of the relevant team (separately, unless otherwise agreed between the two teams).
- It should be held approximately 20 minutes after the match in the stadium's press conference room.

Mixed zone

- After the match, a mixed zone is set up for the media on the way from the dressing rooms to the exit used by the teams.
- Associations must ensure that all players listed on the match sheet pass through the mixed zone.
- This area must only be accessible to coaches, players and representatives of the media (excluding photographers).
- In principle, all accredited media representatives (except photographers) are allowed access to the mixed zone, space permitting. Any limiting of media access must be agreed with UEFA in advance.
- The section of the mixed zone nearest the dressing rooms must be reserved for audiovisual rights holders, UEFA and national association camera crews.

Specific rules regarding suspended coaches

Unless a UEFA disciplinary decision states otherwise, the following standard procedures apply.

- Suspended managers or coaches are encouraged to be available for EQ broadcaster and media obligations on MD-1, including the MD-1 press conference and interviews. Otherwise the assistant coach must fulfil these media obligations.
- On matchday, a suspended coach may follow the match only from the stand, may not be present in the dressing room, tunnel or technical area before or during the match, and may not communicate with the team. Suspended coaches may access these areas from 15 minutes after the final whistle, and should then be available to the media.
- If a suspended coach fails to perform the normal post-match media activities, the assistant coach is bound by the media obligations of the competition. The same applies if a head coach/manager has been sent off during the match.

9.4 PRESENTATION POSITIONS

Presentations and discussions that do not require the head coach/manager or listed players may be conducted in indoor or pitch view studios at any time.

EQ broadcasters may have a presenter near the pitch at a predetermined location subject to UEFA approval. This presenter may introduce the programme, interview guests or deliver news stories before the match, at half-time, before extra-time or at the end of the match.



9.5 MEDIA INFORMATION

Press kits

UEFA prepares a digital press kit for each match that includes:

- information on previous meetings between the two teams;
- the match background (historical information and links between teams);
- team facts (honours and records)
- the squad list (for the current cycle but including previous domestic and disciplinary information);
- head coach/manager profiles;
- information about the match officials;
- information about relevant fixtures and results;
- match-by-match line-ups;
- group standings;
- competition facts (bullet-pointed information on the European Qualifiers).

National association press officers are asked to assist with the checking of the press kits and to report inaccuracies to newsdesk@uefa.ch. The press kits will be available in multiple languages as HTML pages on UEFA.com for distribution to accredited media as emailed links. Post-match statistical information from UEFA.com will also be available for distribution.

Team line-ups

- National association press officers are requested to check the spellings of players' names on the match sheet with the UEFA venue data coordinator on MD-1 or MD morning at the latest.
- The official UEFA media player names should be used in all cases.
- For the benefit of the TV audience, associations are encouraged to provide UEFA and/or the host broadcaster with the playing positions of their team.
- Both teams must provide a completed match sheet to the referee or the UEFA match delegate no later than 75 minutes before kick-off. That sheet should contain the numbers, full names, dates of birth and, if applicable, shirt names of not more than 23 players, together with the full names of the officials who will be seated on the substitutes' bench and, if applicable, on the additional technical seats. The first 11 players on this list should be the starting line-up, the others are designated as substitutes.
- The official line-ups will be produced by the UEFA venue data coordinator, who will provide a copy to the host association's press officer for copying and distribution to the attending TV and media representatives. The match manager will be responsible for organising distribution to the teams, match officials and other groups.

9.6 ADDITIONAL MEDIA ACTIVITIES AND UEFA CONTENT REQUIREMENTS

Information

Before and during the European Qualifiers, UEFA may ask national associations to provide information on their associations and teams. The information must be provided free of charge and may include:

- a history of the association and its records;
- profiles of each individual player;
- a profile of the association president;
- a profile of the head coach/manager;
- a history of and background information on the national stadium (if applicable);
- details of the association's website and any official social media accounts.

Photos

At the same time, associations may be asked by UEFA to provide a variety of photographs via an FTP server. The required material must be provided free of charge and may include photos of:

- individual players;
- the squad;
- the head coach/manager;
- the assistant coach;
- the association president;
- the stadium(s) the association will use for EQ matches.

These photos will be used in non-commercial promotional and/or editorial content on UEFA.com and official publications.

On request, associations must supply, free of charge, all appropriate material and the necessary documentation to allow UEFA to make full use of such non-commercial promotional and/or editorial purposes.

UEFA will not directly associate individual players with any EQ partners.

Interviews and media days

National associations must make every effort to provide access to training sessions and interviews with head coaches/managers and players during the European Qualifiers.

Coordinated requests will be made via UEFA for interviews to be used in UEFA's print and online/digital formats. Content may also be made available to EQ broadcasters.

It is expected that such requests will be made during the qualifying campaign. Once qualified for the final tournament, a dedicated UEFA media day is requested to satisfy the needs of UEFA's media partners in preparation for the final tournament. This coordinated activity is designed to ease the burden on associations and allow UEFA to supply content to its media partners.

Additional requests may also be made by UEFA on behalf of the general media, as well as EQ broadcasters. These requests will be made on an ad hoc basis.

UEFA.com

UEFA's official website is available in English, French, German, Italian, Portuguese, Russian and Spanish as well as in a reduced format in Chinese, Japanese and Korean.

The website contains text and videos providing in-depth analysis, interviews and reports on UEFA's competitions and activities, in accordance with UEFA's editorial guidelines. It also provides official data on all UEFA's competitions, coordinating all match statistics and offering live text, data and video content for all EQ matches via its match centre. With over 75 million visitors per year, the website has extensive reach, both for UEFA and its member associations. It is supplemented by UEFA's commitment to social media.

The official social media channels of the UEFA European Football Championship are as follows.

- Facebook: facebook.com/uefaeuro (EN) / facebook.com/uefaeuro (FR)
- Twitter: @UEFAEURO (EN) / @UEFAEURO_FR (FR)
- Google+: plus.google.com/+UEFAcom
- Instagram: instagram.com/uefacom

Official UEFA photographer

- UEFA will send an official photographer to selected matches, who will be briefed to take a selection of photographs for use in official UEFA publications and by EQ partners (subject to the EQ partners obtaining the appropriate rights clearance). National associations are asked to cooperate by making suitable arrangements for such a photographer.
- A number of these photographs may be "behind the scenes" shots, for which UEFA will provide the official photographer with the appropriate accreditation. During the match, the photographer will wear a photographer's or HB bib and cover the match from a pitchside working position.
- UEFA will discuss the list of shots required with the associations involved to ensure that suitable arrangements can be made and that these associations are not inconvenienced in any way.
- Associations can access the photographs on request.

9.7 OFFICIAL NATIONAL ASSOCIATION PLATFORMS

Official national association platforms, as defined in the commercial regulations, are classed as non-rights-holding broadcasters and must be treated as such. This means that they are only allowed access to:

- official training sessions for as long as they are open to the media (minimum 15 minutes);
- pre-match press conferences on MD-1;
- post-match press conferences;
- the mixed zone.

Should there be more than one request for accreditation by an official national association platform (e.g. one for the Internet website and another one for the TV channel) the additional request(s) will be granted subject to space availability.

ENG cameras belonging to official national association platforms will be stored together with the ENG cameras of non-rights-holding broadcasters. On matchdays, official national association platforms are not allowed to film inside the stadium until after the final whistle, when cameras will be released from storage.

In addition, official national association platforms must:

- attend meetings with UEFA, if requested;
- provide UEFA with complete production plan details by the official broadcaster booking deadline (Wednesday of the week before the matchweek);
- observe any guidelines issued by UEFA;
- not be given exclusive access to closed training sessions;
- film official training sessions from the same location as other media and not receive privileged filming positions or access;
- not “reserve” any members of the playing or coaching staff for exclusive interviews with the official national association platform.

Studio presentations

An official national association platform with an established studio within the stadium may be allowed presentation facilities on matchdays provided that:

- the studio is not required as part of the facilities required for EQ broadcasters or any other activities;
- the studio does not have a view of the pitch, dressing rooms or the mixed zone and is enclosed or self-contained;
- studio interviewees are limited to guests not directly involved in a match (former players, VIPs, etc.).

Those directly involved in the match may act as studio guests for official national association platforms once the match is over, provided all EQ broadcasters and other non-rights-holding broadcaster privileges (flash interviews, studio interviews, press conferences and mixed zone activities) have been fully respected.

Cameras and other equipment may not be used outside the studio, with the exception of the facilities agreed with UEFA for coverage of press conferences and the mixed zone.

Commentary positions and access to the TV compound

In principle, official national association platforms are not entitled to a commentary position in the area reserved for EQ broadcasters. However, should a spare position be available once all the above have been allocated, official national association platforms may be offered one position on an exceptional basis. Furthermore, official national association platforms may access the TV compound only if space is available.



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10

ACCESS AND ACCREDITATION

10.1 THE EUROPEAN QUALIFIERS ACCREDITATION SYSTEM

As part of the centralised approach to the European Qualifiers, a standardised UEFA accreditation system will be implemented across all venues and matches. This colour-coded system will be implemented in parallel with the existing host associations' accreditation system, with the exception of the technical area (dressing rooms, tunnel etc.), the pitch and broadcaster-specific areas, where only UEFA accreditations will be valid.

National associations' accreditation systems

Host associations must use their existing accreditation system for:

- stadium staff (except where access to the pitch or the dressing room area is required);
- stewards;
- written press representatives;
- photographers (accreditations provided by host associations, bibs provided by UEFA);
- audio reporters;
- non-rights-holding broadcasters.

These parties must apply directly to the host association for their accreditations.

UEFA accreditation system

The UEFA accreditation system will cover the technical area, the pitch and all broadcaster-specific areas (TV compound, commentary positions etc.). Accreditation cards will be produced by UEFA for all its representatives and those of the EQ commercial partners and technical personnel. The UEFA venue manager will distribute them to all persons requiring access to those areas, including national association staff. In addition, accreditation posters and other relevant accreditation devices (bibs, camera stickers, etc.) will be provided by UEFA.

The following principles apply in relation to the operation of the UEFA accreditation system.

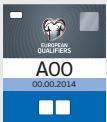
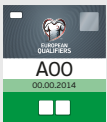
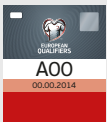
- All accreditation cards are individually numbered.
- An accreditation card (even without a ticket) allows the holder to enter the stadium and access the areas specified for that card.
- Accreditations do not allow access to a seat in the stadium, except for commentators.
- Accreditations are non-transferable and must be worn visibly at all times.

It is the responsibility of the host association to ensure that persons accredited through the UEFA accreditation system obtain unhindered access to the relevant areas within the stadium.

During the official stadium site visits, UEFA will work together with the national associations to establish the access areas and implement a zoning concept.

10.2 UEFA ACCREDITATION DEVICES

Accreditation cards

Accreditation cards	Access areas	Distributed to
Blue 	All areas except the pitch, dressing rooms, and host association VIP hospitality	EQ broadcaster staff
Green 	All areas except dressing rooms and host association VIP hospitality	EQ broadcaster staff UEFA suppliers, if applicable (e.g. for perimeter board installation in 100% associations) Host association technical staff
Red 	All areas (including dressing rooms and host association VIP hospitality)	UEFA officials UEFA venue staff Host association Visiting association Host association technical staff

Bibs

Three different types of bibs will be produced by UEFA, each to be worn by the relevant group in addition to the respective accreditation. All bibs must be returned either to the host association or UEFA after each match.

Photographers' bibs (burgundy with orange stripe)

- Photographers' bibs are to be worn by all accredited photographers (in addition to the national association accreditation if normally required).
- These bibs will be produced by UEFA, but will be distributed before the match and collected after the match by the host association.



Host broadcaster bibs (burgundy with green stripe)

- Host broadcaster bibs are to be worn by all HB cameramen and the HB ENG crew as well as HB technicians working on the pitch during the match (together with the appropriate UEFA accreditation).
- Host broadcaster bibs will be produced, managed, distributed and collected by UEFA.



Camera stickers

Camera stickers will be distributed to EQ broadcasters as an additional accreditation device. These must be used for all EQ broadcaster cameras brought into the stadium. Non-rights-holding broadcaster cameras will not be issued with camera stickers and must be deposited in a secure storage room during the match (see section 10.04).

Supplementary access devices (SADs)

Additional accreditation stickers may be distributed to EQ broadcasters on a venue-by-venue basis to manage access to sensitive areas (e.g. players' tunnel, flash interview area, commentary positions).

TV bibs (burgundy with green stripe)

- TV bibs are to be worn by all visiting broadcaster cameramen and ENG crews as well as visiting broadcaster technicians working on the pitch during the match (together with the appropriate UEFA accreditation).
- TV bibs will be produced, managed, distributed and collected by UEFA.

Bibs for any other target group (e.g. stewards, ballboys/girls, pre-match ceremony staff, etc.) must be provided by the national associations.



10.3 PRODUCTION AND DISTRIBUTION OVERVIEW

	Produced by	Distributed by
UEFA accreditation cards	UEFA	UEFA
Host broadcaster and TV bibs	UEFA	UEFA
Photographers' bibs	UEFA	Host association
Camera stickers and SADs	UEFA	UEFA
Accreditation cards for non-rights-holding broadcasters, written press representatives, audio reporters and other media	Host association	Host association
Stewards' bibs	Host association	Host association
Ballboys/girls' bibs, pre-match ceremony bibs, etc.	Host association	Host association

10.4 MEDIA ACCESS RIGHTS AND ACCREDITATION PROCEDURES

European Qualifiers broadcasters

Accreditations for EQ broadcasters will be centrally managed by UEFA, and a list of accredited personnel will be provided to the host association in advance of the match, if requested. Only EQ broadcasters may access matches for the purpose of recording within the stadium. Any requests received by the national association from EQ broadcasters must be forwarded to UEFA.

Non-rights-holding broadcasters

Access rights

Any broadcasters on site other than EQ broadcasters are classed as non-rights-holding broadcasters, whether they broadcast the relevant footage via television, internet or mobile devices. In order to protect the exclusivity of EQ broadcasters, it is crucial that

any non-rights-holding broadcasters are only allowed access to the following activities at venues, subject to space:

- official training sessions for as long as they are open to the media (min. 15 minutes);
- MD-1 press conferences
- post-match press conferences;
- the post-match mixed zone.

On entry to the stadium before the match, all non-rights-holding broadcaster cameras must be deposited in a designated safe storage room managed by the host association. These cameras may only be collected after the final whistle for access to the press conference and the mixed zone.

During the match, non-rights holding broadcasters should be provided a seat in the media tribune by the host association.

Accreditation procedures

- All accreditation requests from non-rights-holding broadcasters must be sent in advance to the host association press officer. Accreditation application dates need to be agreed between both national associations and ideally posted on their websites.
- The host association may grant normal press accreditation or observer accreditation, space permitting.
- No later than four days after the match, a list of those requesting accreditation must be sent to UEFA (fame_accreditations@uefa.ch). This list must also contain audio reporters, written press representatives and photographers as mentioned below. A template will be provided by UEFA.
- The host association press officer is responsible for distributing accreditations to the individuals concerned.
- Host associations are responsible for providing a special accreditation card for the press conference and/or the mixed zone, if necessary.

National associations' media partners and national association channels

National associations may contract or appoint partners (e.g. broadcasters) to exploit certain media rights on their behalf (e.g. delayed audiovisual rights as described in the commercial regulations, Annex III, 4B). Such national association media partners must be treated as non-rights-holding broadcasters.

In the event that availability or access to press conferences or the mixed zone is limited, first priority will be given to EQ broadcasters and second priority to the national association's media partners. On-site decisions regarding these issues will be made by UEFA. In addition, national association channels must be treated as non-rights-holding broadcasters, but are entitled to certain additional benefits as described in section 9.7.

Audio reporters, written press representatives and photographers

Access rights

- Audio reporters, representatives of the written press and photographers must not enter the tunnel or flash interview area at any time. Furthermore, audio reporters and representatives of the written press must not enter the pitch at any time.
- Audio reporters and the written press may attend training sessions (when open to the media), the official press conferences and the mixed zone.
- Photographers may attend training sessions when open to the media and, if space is available, pre-match and post-match press conferences.
- Prior to the match, photographers are permitted to gather on the appropriate touch line for the line-up and team photos.
- During the match, photographers may work from positions behind the advertising boards along both goal lines, with the exception of the areas reserved for EQ broadcaster cameras. If space allows, they are also permitted to work from behind the advertising boards along the touch line opposite the substitutes' benches.
- Photographers may only change ends at half-time or, if relevant, during the interval before the start of extra time.
- Photographers may never disturb broadcasting operations.

Accreditation procedure

- All accreditation requests from audio reporters, the written press, websites and photographers must be handled by the host association's press officer, who receives requests from local media and neutral international media. Accreditation application dates must be agreed between both national associations and ideally posted on their websites.
- The press officer of the visiting association must provide the press officer of the host association with a full list of accreditation requests from visiting media representatives at least four days prior to the match, based on numbers agreed between the two press officers well ahead of the match date.
- Responsibility for the approval of accreditation requests lies with the respective press officers. National associations should work together to ensure that the media in both countries, as well as international media, are properly accommodated. UEFA may be called upon to assist or arbitrate for busy matches.
- Host associations must reserve two seats in the media tribune for use by UEFA until 48 hours before the match, after which time they may be used for other media representatives.
- No later than four days after the match, a full accreditation list must be sent to UEFA, also including accreditation requests by non-rights-holding broadcasters as mentioned above.
- The national association is responsible for the production and distribution of all accreditation passes for audio reporters, written press representatives and photographers, as well as for organising the appropriate technical support and seating areas.
- Accredited photographers require a photo bib, produced by UEFA, to access the pitch area on matchday. The host association is responsible for assigning sufficient personnel to distribute the photographers' bibs prior to the match and collect them when photographers leave the stadium (during or after the match). Accredited photographers will be required to read and sign a photo bib distribution form when they receive a bib.



**EUROPEAN
QUALIFIERS**

EUROPEAN QUALIFIERS' SEASON PLANNER 2014-15

May 2014	June 2014	July 2014	August 2014
		1	
		2	
1		3	
2		4	1
3		5	2
4	1	6	3
5	2	7	4
6	3	8	5
7	4	9	6
8	5	10	7
9	6	11	8
10 MD1 stadiums announced	7	12	9
11	8	13	10
12	9	14	11
13	10	15	12 Super Cup
14 UEL FINAL	11 MD2 stadiums announced	16	13
15	12	17 MD4 stadiums announced	14
16	13	18	15
17	14 MD3 stadiums announced	19	16
18	15	20	17
19	16	21	18
20	17	22	19
21	18	23	20
22	19	24	21
23	20	25	22
24 UCL FINAL	21	26	23
25	22	27	24
26	23	28	25
27	24	29	26
28	25	30	27
29	26	31	28
30	27		29
31	28		30
	29		31
	30		

WC 2014/WC 2018

EQ Site visits


Stadiums announced

EQ Matchday

September 2014	October 2014	November 2014	December 2014	
1			1	Site visits
2			2	
3	1		3	
4 FRIENDLY	2		4	
5 FRIENDLY	3		5	
6 FRIENDLY	4	1	6	Site visits
7 MD1	5	2	7	
8 MD1	6	3	8	
9 MD1	7	4	9	
10	8	5	10	
11	9 MD2	6	11	Site visits
12	10 MD2	7	12	
13	11 MD2	8	13	
14	12 MD3	9	14	
15	13 MD3	10	15	
16	14 MD3	11	16	Site visits
17	15	12	17	
18	16	13 FRIENDLY	18	
19	17	14 MD4	19	
20	18	15 MD4	20	
21	19	16 MD4	21	Site visits
22	20	17 FRIENDLY	22	
23	21	18 FRIENDLY	23	
24	22	19	24	
25	23	20	25	
26	24	21	26	Site visits
27	25	22	27	
28	26	23	28	
29	27	24	29	
30	28	25	30	
	29	26	31	Site visits
	30	27 MD5 stadiums announced		
	31	28		
		29		
		30		

 Friendly

 UEL and UCL Final

 Super Cup

 Workshops

January 2015	February 2015	March 2015	April 2015
			1
1			2
2			3
3			4
4	1	1	5
5	2	2	6
6	3	3	7
7	4	4	8
8	5	5	9
9	6	6	10
10	7	7	11
11	8	8	12
12	9	9	13
13	10	10	14
14	11	11	15
15	12	MD6 stadiums announced	16
16	13	13	17
17	14	14	18
18	15	15	19
19	16	16	20
20	17	17	21
21	18	18	22
22	19	19	23
23	20	20	24
24	21	21	25
25	22	22	26
26	23	23	27
27	24	24	28
28	25	25	29
29	26	26	FRIENDLY
30	27	27	MD5
31	28	28	MD5
		29	MD5
		30	FRIENDLY
		31	FRIENDLY

WC 2014/WC 2018

EQ Site visits


Stadiums announced

EQ Matchday

May 2015	June 2015	July 2015	August 2015
	1		
	2	1	
	3	2	
	4	3	
1	5	4	
2	6 UCL FINAL	5	1
3	7	6	2
4	8	7	3
5	9	8	4
6 MD7 stadiums announced	10 MD9 stadiums announced	9	5
7	11 FRIENDLY	10	6
8	12 MD6	11	7
9 MD8 stadiums announced	13 MD6 MD10 stadiums announced	12	8
10	14 MD6	13	9
11	15 FRIENDLY	14	10
12	16 FRIENDLY	15	11 Super Cup
13	17	16	12
14	18	17	13
15	19	18	14
16	20	19	15
17	21	20	16
18	22	21	17
19	23	22	18
20	24	23	19
21	25	24	20
22	26	25 WC 2018 Qualifying Draw	21
23	27	26	22
24	28	27	23
25	29	28	24
26	30	29	25
27 UEL FINAL		31	26
28			27
29			28
30			29
31			30
			31

 Friendly

 UEL and UCL Final

 Super Cup

 Workshops

September 2015	October 2015	November 2015	December 2015
1			1
2			2
3	MD7		3
4	MD7		4
5	MD7		5
6	MD8	1	6
7	MD8	2	7
8	MD8	3	8
9	7	4	9
10	8	5	10
11	9	6	11
12	10	7	12 EURO 2016 Final Draw
13	11	8	13
14	12	9	14
15	13	10	15
16	14	11	16
17	15	12	17
18	16	13	18
19	17	14	19
20	18	15	20
21	19	16	21
22	20	17	22
23	21	18	23
24	22	19	24
25	23	20	25
26	24	21	26
27	25	22	27
28	26	23	28
29	27	24	29
30	28	25	30
	29	27	
	30	28	
	31	29	
		30	

WC 2014/WC 2018

EQ Site visits

Stadiums announced

EQ Matchday

Friendly

UEL and UCL Final

Super Cup

Workshops

