

EXCELLENCE IN HOSPITALITY

Hospitality plays a fundamental role in international sports event marketing. It marries the magic of the big occasion with the creation of a privileged atmosphere for networking and client relationship building.

Excellence in hospitality

This is where Infront Hospitality Management comes into its own. Based in Zug, Switzerland, it specialises in the provision of hospitality services and facilities of the highest standard for leading international sports events around the world including the 2010 FIFA World Cup South Africa™, the FIFA Women's World Cup Germany 2011™ and the annual IIHF World Championship.

In 2009, the company entered into a strategic alliance with Kofler & Kompanie (K&K), a well-known and respected international catering company with headquarters in Germany and nine offices in Europe, which is now the majority shareholder. This alliance has created a powerful force in the hospitality business; now one of the leading sports event hospitality groups in Europe.

A complete solution

The Infront Hospitality Management team represents a complete solution for major international sports events, able to offer a guarantee that hospitality guests will have the best of everything and a favourable impression of the event.

Corporate hospitality in a sports context is a job for specialists, involving far more than quality catering. The venues are usually challenging, the construction of the facilities is often extensive and the needs of many different clients can be highly demanding. Infront turns these challenges into opportunities and brings you peace of mind.

Why hospitality matters

Corporate hospitality is a major fundraiser for sport and an important revenue stream for rights holders and event organisers.

Face-to-face entertainment has a vital role to play in developing and sustaining customer relationships within business. For sponsors, it can create networking opportunities and cement business relationships - one of the key tools in realising the value of sponsorship investments. It has become increasingly important as the cost of customer acquisition has soared, it now costs about five times as much to acquire a new client as it does to keep an existing one.

Delivering perfection

Today's successful event must offer a chain of perfected details that include an elaborate concept, creative cuisine, design, decoration, lighting, entertainment and marketing activities. Infront Hospitality Management offers all these services on a flexible basis - from concept development to full implementation or a combination of services to suit each client's requirements. For each and every element, innovation is at the core of the Infront approach - delivering exquisite dishes, along with exceptional presentation for the very best hospitality solutions.

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Comprehensive portfolio of major sport events

FIFA Events

- 2011: VIP, Affiliates and Commercial Hospitality at the FIFA Women's World Cup Germany™
- 2010: VIP, Affiliates and Commercial Hospitality at the FIFA World Cup South Africa™
- 2010: VIP Hospitality at the FIFA Club World Cup Abu Dhabi
- 2009: VIP Hospitality at the FIFA Confederations Cup South Africa
- 2006: Hospitality at the FIFA World Cup Germany™

America's Cup Valencia - BMW Oracle Racing

- 2006 - 2007: Catering on VIP yachts and VIP Hospitality at the team base during the Louis Vuitton Acts as well as the 32nd America's Cup
- 2005 - 2006: Hospitality at the team base of BMW Oracle Racing

BMW Sauber Formula 1

- 2006 - 2009: BMW Sauber F1 Team hospitality worldwide
- 2000 - 2009: BMW Hospitality for all European races

IIHF Ice Hockey World Championship

- 2005 - 2012: Catering and Hospitality at the IIHF World Championship

FIS Skiing

- 2011: VIP Hospitality at the FIS World Cup Final in Lenzerheide, Switzerland
- 2008: VIP Hospitality at the FIS World Cup Final in Bormio, Italy
- 2001, 2007 and 2009: VIP Hospitality at the FIS World Ski Championships

IBU Biathlon

- 2008: Hospitality at the IBU World Cup Biathlon in Antholz, Italy
- 2006: Hospitality at the IBU World Championships Biathlon in Hochfilzen, Austria

FIM Superbike World Championship

- 2008: Catering and Hospitality at all races worldwide

Le Mans 24 Hours

- 2010: Team Hospitality for BMW
- 2006 - 2007: VIP Hospitality for AUDI Motor Sport and the ABT Team

MotoGP (Dorna Sports)

- 2003 - 2009: "VIP Village" at all European races

Horse Racing in Baden-Baden, Germany

- 2010 - 2012: Public and VIP Hospitality at all horse race meetings, including Spring Festival, Great Festival Week and Sales & Racing Festival

Tennis

- 2011 - 2012: Public and VIP hospitality at the BNP Paribas Zurich Open