



Champions League Manual

2014

AFC Champions League 2014 Manual

as of January 2014

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1 CONCEPT

1.1 Use/Purpose of the Manual

This Manual is directly linked to the Regulations of the AFC Champions League 2014(hereafter referred to as the "Competition Regulations"), and contains further information and guidelines for participating clubs.

This Manual should be used in conjunction with the Competition Regulations, which shall always prevail the event of conflict with the content of the Manual. Additionally, it should be noted that while sections of the Manual contain extracts from the Competition Regulations, the Competition Regulations contain matters, which are not covered by this manual.

Should you have any questions regarding the use of this Manual, please contact AFC at the addresses provided in Section 10.

This Manual is intended to serve as a tool to assist participating Clubs in the Competition to:

- organise high-level home matches;
- provide the Visiting Club and the AFC delegation with the highest possible level of service, so that they will be able to fully concentrate on their matches and duties;
- provide participating Clubs with the best conditions to make sure they will be able to play high-quality football;
- provide modern and adequate infrastructure that meet the expectation of the players;
- ensure that the same level of organization will be provided across Asia.

Clubs will gain experience in organising high-level matches, which may also be applied to the operation of their domestic league matches.

This Manual may only be used by the participating Clubs and others involved in the Competition. The content herewith may not be reproduced using any processes or methods without AFC's prior written consent.

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1.2 Competition

1.2.1 Competition Overview and Participating Clubs

Clubs (32 in total) representing the AFC Member Associations will take part in the Competition. The number of clubs that may take part in the Competition from each AFC Member Association is listed below:

WEST (West and Central & South Asia)

Member Association	ACL 2014 Preliminary Stage	ACL 2014 Play-Off Stage
IR Iran	4 Clubs	
Saudi Arabia	4 Clubs	
UAE	3 Clubs	1 Club
Qatar	2Clubs	2 Clubs
Uzbekistan	1 Club	2 Clubs
Kuwait		2 Clubs
Jordan		1 Club
Oman		1 Club
Bahrain		1 Club
Iraq		1 Club
Total (Entry to ACL)	14 Clubs	11 Clubs

EAST (ASEAN and East Asia)

Member Association	ACL 2014 Preliminary Stage	ACL 2014 Play-Off Stage
Japan	4 Clubs	
Korea Republic	4 Clubs	
China PR	3 Clubs	1 Club
Australia	2 Clubs	1 Club
Thailand	1 Club	2 Clubs
India		1 Club
Singapore		1 Club
Hong Kong		1 Club
Vietnam		1 Club
Total (Entry to ACL)	14 Clubs	8 Clubs

The Competition will be composed of the following 3stages:

1. **Play-off Stage (Play-offs)**



2. Group Stage (Group Matches)

Group Matches

32 Clubs will be divided into eight groups of four. The Clubs in each group will play two round-robin league matches in home & away format against each Club in the same group.

WEST (West and Central & South Asia)				EAST (ASEAN and East Asia)			
Group A	Group B	Group C	Group D	Group E	Group F	Group G	Group H
A1	B1	C1	D1	E1	F1	G1	H1
A2	B2	C2	D2	E2	F2	G2	H2
A3	B3	C3	D3	E3	F3	G3	H3
A4	B4	C4	D4	E4	F4	G4	H4

Round of 16

In the Round of 16 phase of the Competition, Clubs that finished first in each group will play one home and one away Match (knock-out system) against Clubs that finished second in each group during the Group Match phase. Group Runner-up will host the 1st leg match first and the Group Winners will host the 2nd Leg Round of 16 match, to determine the top 8 teams who will advance into the quarter finals.

A-1vsC-2, B-1vsD-2, C-1vsA-2, D-1vsB-2
E-1vsG-2, F-1vsH-2, G-1vsE-2, H-1vsF-2

3. Knock-out Stage (Quarter-finals, Semi-finals, Finals)

The Quarter-finals, Semi-finals and Finals will be played in home and away format.

For more information, please refer to Section 2 of the Competition Regulations.

1.2.2 Prize Money, Performance Bonus, and Participation Fees

Champion: US\$ 1,500,000

Runner up: US\$ 750,000

Clubs taking part in Semi Finals: US\$ 120,000

Clubs taking part in Quarter Finals: US\$ 80,000

Clubs taking part in Round of 16: US\$ 50,000

Per each Group Match win: US\$ 40,000

Per each Group Match draw: US\$ 20,000

1.2.3 Travel Subsidies

Visiting Clubs taking part in Semi Finals and Finals: US\$ 60,000

Visiting Clubs taking part in Quarter Finals: US\$ 50,000

Visiting Clubs taking part in Round of 16: US\$ 40,000

Visiting Clubs taking part in the Group Stage: US\$ 30,000

Visiting Clubs taking part in the Play-offs: US\$ 20,000

1.2.4 Awards

Champion: Trophy, 45 gold medals

Runner up: 45 silver medals

1.2.5 Play-off Stage

The Play-off Stage of the Competition will take place on the following dates:

Match Day 1: 2 February 2014 (Sun)

Match Day 2: 8 & 9 February 2014 (Sat)

Match Day 3: 15 February 2014 (Sat)

1.2.6 Group Stage

The Group Stage of the Competition will take place on the following dates:

Group Matches

(The numbers 1 through 4 refer to slots allocated by draw. Numbers on the left refer to the Hosting Club.)

Match Day 1: 25/26 February 2014 (Tue/Wed)	1 vs 4 and 3 vs 2
Match Day 2: 11/12 March 2014 (Tue/Wed)	4 vs 3 and 2 vs 1
Match Day 3: 18/19 March 2014 (Tue/Wed)	4 vs 2 and 1 vs 3
Match Day 4: 1/2 April 2014 (Tue/Wed)	2 vs 4 and 3 vs 1
Match Day 5: 15/16 April 2014 (Tue/Wed)	4 vs 1 and 2 vs 3
Match Day 6: 22/23 April 2014 (Tue/Wed)	1 vs 2 and 3 vs 4

1.2.7 Knock-out Stage

The Knock-out Stage of the Competition will take place on the following dates:

Round of 16

Match Day 1: 6/7 May 2014 (Tue/Wed)

Match Day 2: 13/14 May 2014 (Tue/Wed)

Quarter-finals

Match Day 1: 19/20 August 2014 (Tue/Wed)

Match Day 2: 26/27 August 2014 (Tue/Wed)

Semi-finals

Match Day 1: 16/17 September 2014 (Tue/Wed)

Match Day 2: 30 September/1 October 2014 (Tue/Wed)

Final

Match Day 1: 25 October 2014 (Sat)

Match Day 2: 1 November 2014 (Sat)

1.3 Team Kits

The apparel, attire, and equipment of the participating Clubs whilst in the access control areas during the Competition must be in compliance to the AFC Equipment Regulations (which may be downloaded from www.the-afc.com) and the Competition Regulations.

1.3.1 Kit Approvals

The participating Clubs must submit a sample of their kits to the AFC headquarters for AFC approval in accordance to the AFC Equipment Regulations prior to the start of the Competition. Please refer to the AFC Equipment Regulations regarding kits requiring AFC approval.

If submitted kits are in non-compliance with the AFC Equipment Regulations and/or the Competition Regulations, such Club will be required by AFC to resubmit a revised kit.

A change of registered colours may be allowed if the Member Association or Club submits a written request to the AFC for prior approval in accordance to the AFC Equipment Regulations before the respective Match day together with the sample of the new equipments.

A change regarding the identification may be allowed if Member Association or Club submits a written notification to the AFC in accordance to the AFC Equipment Regulations before the respective Match day together with the sample of the new equipments.

A change of manufacturer may be allowed if the Member Association or Club submits a written notification to the AFC in accordance to the AFC Equipment Regulations before the respective Match day together with the sample of the new equipments.

A change of sponsor may be allowed if the Club submits a written request to the AFC in accordance to the AFC Equipment Regulations before the respective Match day together with the following items:

- i. Copy of the approval of the Member Association;
- ii. Confirmation from the old and new sponsors; and
- iii. Sample of the new shirt.

1.3.2 Colours

In order to minimize the clash of colours, the participating Clubs shall prepare first-choice playing kit of official colours, as well as a second-choice playing kit, which shall be distinctively different in colour from the first-choice kit.

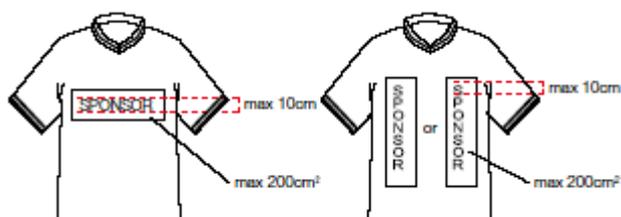
The participating Clubs shall announce the first-choice and second-choice kits to the AFC headquarters on the entry form, and shall wear the first-choice kit of official colour as indicated on the entry form.

Should the referee or the AFC Match Commissioner decide that the colours of the two teams could lead to confusion or are inappropriate for television broadcasting, the Hosting Club shall wear the first-choice kit, and the Visiting Club shall wear the second-choice kit or a combination of colours from the first-choice and second-choice kit, if necessary.

1.3.3 Kit Advertisement

In accordance to the AFC Equipment Regulations and the Competition Regulations (SECTION7), the participating Clubs may display the shirt sponsor once per match in one of the following two positions within the respective sizes.

1. Horizontally across the chest of the shirt: 200cm² maximum height of text/design is 10cm
2. Vertically on the right or left side of the torso: 200cm² maximum height of text/design is 10cm



1.3.4 Manufacturer Marks and Club Emblem on Playing Kits

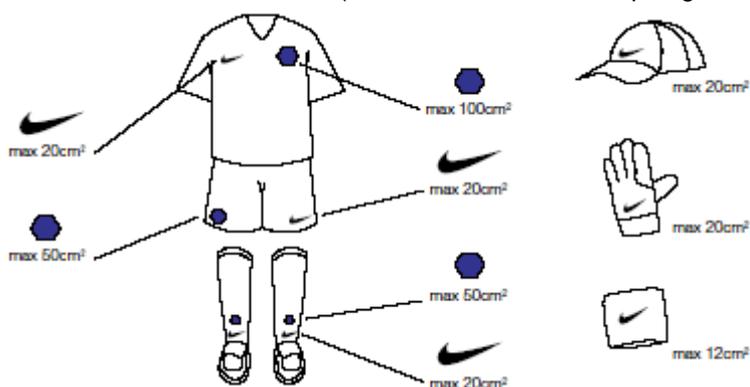
In accordance to the AFC Equipment Regulations and the Competition Regulations (SECTION7), the participating Clubs may display the Manufacturer Marks and the Club Emblem in the following positions on the playing kits, however, the sizes of the Manufacturer Marks and Club Emblem shall not exceed those listed below:

Manufacturer Marks

1. Shirts: 20cm² (front of shirt in the chest area)
2. Shorts: 20cm² (front of shorts on either of the leg)
3. Socks: 20cm² on each sock (between the ankle top edge of the socks)
4. Thermal shorts: 12cm²
5. Goal keeper gloves: 20cm² on each glove
6. Wristbands: 12cm²
7. Caps: 20cm²

Emblem

1. Shirts: 100cm² (front of shirt in the chest area)
2. Shorts: 50cm² (front of short in the thigh area)
3. Socks: 50cm² on each socks (between the ankle and top edge of the socks)



1.3.5 Manufacturer Marks and Club Emblem on Training Kits

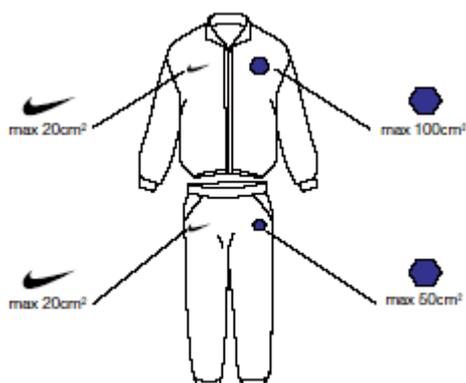
In accordance to the AFC Equipment Regulations and the Competition Regulations (SECTION7), the participating Clubs may display the Manufacturer Marks and the Club Emblem in the following positions on the training kits, however, the sizes of the Manufacturer Marks and Club Emblem shall not exceed those listed below:

Manufacturer Marks

1. Jackets: 20cm²
2. Shorts and Pants: 20cm²

Club Emblem

1. Jackets: 100cm²
2. Shorts and Pants: 50cm²

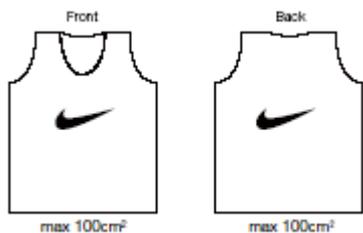


1.3.6 Manufacturer Marks on Bibs

In accordance to the AFC Equipment Regulations and the Competition Regulations (SECTION7), the participating Clubs may display the Manufacturer Marks in the following positions on the bibs, however, the sizes of the Manufacturer Marks shall not exceed that listed below:

Manufacturer Marks

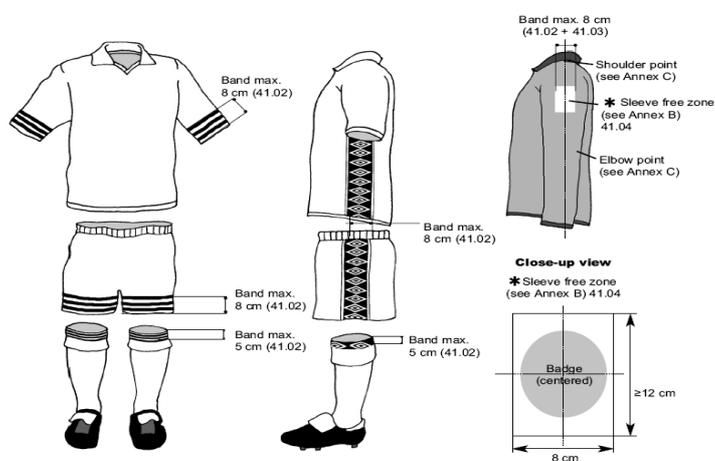
1. Bibs: 100cm²



1.3.7 Sleeve Badges

The participating Clubs must leave enough space available on both uniform sleeves (or in any other position AFC so determines) for the placement of the following badges using the method and in the position specified by AFC as per below:

1. ACL 2014 sleeve badge on the right sleeve
2. AFC "60 Minutes" Campaign sleeve badge on the left sleeve



1.3.8 Official Balls

The balls in the ACL 2014 shall be selected and supplied by AFC as follows:

1. 15 match balls for training purposes to the participating Clubs
2. 10 match balls for each match to the Hosting Club
3. Visiting Clubs must bring the match balls supplied by the AFC for training purposes when traveling to their away match.

2 GENERAL ORGANISATION

2.1 AFC Delegation

Every match involves the following persons from AFC, who will be on site to liaise with the Clubs:

AFC Match Commissioner

The AFC Match Commissioner appointed for each match of the Competition shall be solely responsible for all aspects of the match organisation,.

AFC Referee Assessor

The AFC Referee Assessor chosen for the matches of the Competition shall not come from the Member Associations of the appointed Referee, Assistant Referees and the Fourth Official,.

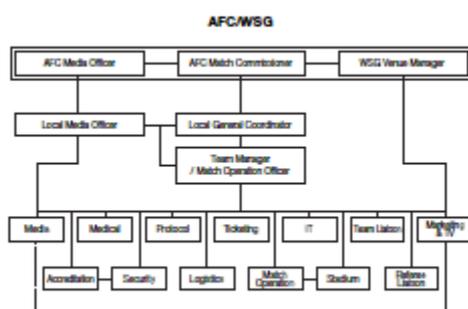
Referee, Assistant Referee (2 persons), and Fourth Official

The Referee, Assistant Referee (2 persons), and Fourth Official chosen for the matches of the Competition shall not come from the Member Associations of the appointed AFC Referee Assessor. They shall be selected from the current AFC Elite Panel of Referees.

AFC may appoint AFC General Coordinator, AFC Assistant General Coordinator, AFC Media Officer, AFC Medical Officer, AFC Marketing Officer, AFC Security Officer, WSG Venue Manager, WSG Broadcast Services Manager or other officials to any match in the Competition, as may be necessary.

2.2 The Host Organisation (Hosting Member Association/League/Hosting Club)

The Hosting Member Association/League, and the Hosting Club shall prepare organising and supporting staff in good time before the match, who shall have authority to fulfill their various tasks:



Hosting Member Association/League

Local General Coordinator (1 person):

- who will be responsible for conducting match operation;
- who acts as the coordinator and counterpart between the Match Commissioner and Hosting Club;
- who acts as the “conductor” of match operations, supports the Match Commissioner;

Local Media Officer (1 person):

- who will have control over the media operation;
- who will ensure the local and international media are provided with the necessary facilities at the stadium;
- who will coordinate all media activities and provide high level media service.

Marketing Representative(World Sport Group)

WSG Venue Manager (1 person)

- who will ensure the marketing obligations/rights protection for commercial partners
- who will ensure the proper bib distribution for rights holders/ENG
- who will ensure all the branding programmes of AFC Champions League

WSG Broadcasting Services Manager(1 person):

- who will ensure the multilateral production with HB
- who will ensure accommodations of rights holders’ requests

Hosting Club

Team Manager / Competition Officer (1 or 2 persons):

- who will serve as an assistant to the Local General Coordinator;
- who will have control over the match operation.

Team Media Officer (1 person):

- who will serve as an assistant to the Local Media Officer;
- who will have control over the media operation.

Security Officer (1 person):

- who will have control over the safety and security;
- who will ensure the safety and security inside and outside the stadium before, during, and after the match.

Stadium Operation Officer (1 person):

- who will have control of the stadium and the field.

Protocol Officer (1 person):

- who will have total control over the VVIP and VIP arrangements.

Medical Officer (1 person):

- who will serve as an assistant for medical arrangements and doping controls.

Ticketing Officer (1 person):

- who will prepare and implement a ticketing strategy.

Logistics Officer (1 person):

- who will ensure the provision of accommodations, transport and training facilities for AFC Delegation and the teams.

IT Solution Officer (1 person):

- who will ensure the preparation of IT facilities and smooth IT operation for the AFC Delegation and the Media.

Team Liaison Officer (1 person):

- who will assist the AFC Match Commissioner to have control over the team's training ground, accommodation, and transport;
- who will assist all matters concerning the team during the team's stay.
- who will assist all matters concerning the AFC match commissioner during his/her stay.

Match Commissioner Liaison Officer (1 person):

- who will have control over the AFC Match Commissioner's accommodations and transport;
- who will assist all matters concerning the AFC Match Commissioner during his/her stay.

Referee Liaison Officer (1 person):

- who will have control over the referee and the AFC Referee Assessor's accommodations and transport;
- who will assist all matters concerning the AFC Referee Assessor during his/her stay.

2.3 Site Visits

AFC/WSG may carry out site visits to the match venue in order to assess the facilities and services proposed. After the site visit, AFC may request the club to provide higher standard in accordance with the Regulations than those already prepared by the Club.

The costs of local transport, board and lodging of the AFC representatives must be borne by the Hosting Member Association or the Hosting Club.

The site visit may entail:

Club Meeting

(Participants: AFC representatives, WSG, Local General Coordinator, Local Media Officer, and Hosting Club)

Club Meeting Agenda

- Site Visit Schedule
- Match Organisation
- Stadium
- Training Grounds
- Accommodations
- Transport

- Medical Matters
- Security
- Media
- TV
- Marketing

Site Visit Location

- Stadia
- Hotels
- Training Grounds

2.4 Distance

The Stadia must be located in a city which has an international airport within a radius of two hundred (200) kilometers and a journey time of no more than two hours and thirty (150) minutes between the Venue of the Match and the international airport.

Otherwise, the Stadia must be located in a city which has at least four (4) connecting flights daily from the nearest international airport to the Venue of the Match.

The Hosting Club must ensure that the following requirements are met:

Airport – Team Hotel

The maximum driving time from the arrival airport to the team's accommodation does not exceed 2 hour and 30 minutes (150 minutes) by bus.

Team Hotel – Stadium

It is preferable that the maximum driving time from a team hotel to a match venue does not exceed 30 minutes by bus.

Team Hotel – Training Ground

The maximum driving time from a team hotel to a training ground does not exceed 30minutes or 30 kilometre by bus.

2.5 Accommodations

2.5.1 General Remarks

The Hosting Club shall ensure that it provides accommodations at a five-star hotel of international standard approved by AFC (if no five-star hotels are available in the venue, four-star hotels are acceptable) to the AFC Delegation and the Visiting Club and such costs shall be borne by the Hosting Club. In addition, separate hotels should be provided to the AFC Delegation and the Visiting Club.

2.5.2 General Room Requirements

All hotel rooms must have en-suite bathroom and toilet facilities, which meet standard hygiene equipments. All rooms should have adequate wardrobe space.

All rooms should, in principle, be equipped with a heating and air conditioning unit.

Rooms must be cleaned daily.

Rooms for the Visiting Club

The Hosting Club is responsible for providing the following facilities/services for the Visiting Club (maximum of 29 persons: 18 players and 11 officials):

- 9 twin rooms for the players (9 rooms for the 18 players). 2 individual beds must be provided in these rooms (1 large bed for 2 players is not acceptable);
- 11 single rooms for the officials;
- 1 room for the equipment and medical equipment;
- 1 meeting room for 29 persons, equipped with a tactical board, a DVD player, TV, and chairs;
- Laundry service for the match and training kits (1 shirt, 1 pair of shorts, and 1 pair of socks) for the Visiting Club and 1 shirt and 1 pair of trousers per day (no dry cleaning and ironing necessary).

Additional members of the Visiting Club may be accommodated, at the expense of their own Club, either at the same hotel or at a nearby hotel.

Unless otherwise indicated by the head of Visiting Club delegation, the following requirements shall be

met in the player's rooms:

- the mini-bar should be emptied;
- pay TV should be blocked;
- international telephone lines should be blocked.

Unless otherwise the Hosting Club and the Visiting Club concerned agree, a Visiting Club shall in principle arrive two days before its first match and leave at the day after the match. If the Visiting Club wishes to arrive earlier or depart later than as stated in the Regulations, all costs incurred must be borne by the Visiting Club concerned.

Rooms for the AFC Delegation

The Hosting Club is responsible for providing the following facilities/services for the AFC delegation:

- Single rooms for each of AFC delegation.
- Laundry, but no dry cleaning, or pressing, for not more than eight (8) pieces for one training outfit (one jersey, one shorts and one socks) plus a shirt and a pair of trousers daily for the Referee assessor, Referee, Assistant Referees, Fourth Official.
- Reasonable laundry (including pressing) for not more than six (6) pieces of clothing daily and dry cleaning (including pressing) for one (1) jacket and one (1) pair of trousers/skirt once every two (2) days for all other AFC Match Officials or Delegation.

The Hosting Club is responsible for all costs incurred from the moment the AFC Delegation for the designated match arrive at the venue to the day after the match.

2.5.3 Dining Room

The Hosting Club must provide a separate dining room for the Visiting Club, for a maximum of 29 persons.

2.5.4 AFC Delegation Offices

The Hosting Club must ensure that it provides an AFC Delegation Offices (1 rooms) at the AFC Delegation Hotel equipped with the following facilities to the AFC Delegation at the Hosting Club's cost from the day of the AFC Delegation's arrival to the day after the match.

- 1 central telephone unit with internal and external lines allowing calls to be transferred between offices.
- 1 IDD line for telephone and fax machine and its consumables such as but not limited to paper, toner and cartridges.
- 1 desktops or laptop with the following specifications (minimum): Pentium 4, 512 MB RAM, connected to the Internet via ADSL/Cable, 15-inch monitor, Window 2000/XP Pro, Microsoft Office 2000 and above, Adobe Reader version 7.0. Operating languages for the software must be in English.
- 1 printer and its consumables such as but not limited to paper, toner and cartridges.
- 1 photocopying machine and its consumables such as but not limited to paper, toner and cartridges.
- 1 staff proficient in English and use of computers.
- Broadband internet connections (ADSL/Cable) for all offices. Either Ethernet 10/100, RJ45, minimum of 512kBit/sec, DHCP, none blocked, all ports open or wireless LAN.

2.5.5 Meals

The Hosting Club must provide the AFC Delegation and the Visiting Club with three meals a day in a buffet style and additionally one light meal on match day.

Meals for the Visiting Club

- Visiting Club must specify the meal times and inform the Hosting Club;
- Menus must take into consideration the requests of the Visiting Club. All meals should be served in buffet style and the food must be kept at an appropriate temperature;

Beverages for Visiting Club

The Hosting Club must provide the following beverages to the Visiting Club:

- Three liters of mineral water, and ice per day for each of the 18 players and 11 officials staying at hotel;
- For each training session, three liters of mineral water, and ice per day for each of the 18 players and 11 officials staying at hotel;
- For each match, three liters of mineral water, ice, and snacks per day for each of the 18 players and 11 officials staying at hotel.

Meals for the AFC Delegation

Menus and meal times must take into consideration the requests of the AFC Delegation. All meals should be served in buffet style and the food must be kept at an appropriate temperature.

Beverages for the AFC Delegation

The Hosting Club must provide the following beverages for the AFC Delegation:

- At least three liters of mineral water, and ice per day per person at the hotel and at the stadium during the match.
- Three liters of mineral water, and ice per day per person during the referees' training sessions.

2.6 Transportation

2.6.1 General Remarks

In this section you will find transportation requirements for the AFC Delegation and the Visiting Club, for which the responsibility lies with the Hosting Club. Moreover, to ensure safety, it is preferable to have police escorts on match day.

2.6.2 Vehicle Fleet

The Hosting Club is responsible for providing the following vehicles for the AFC Delegation and the Visiting Club:

Visiting Club

- Throughout the period commencing two days before the match and ending with the departure on the day after the match, the Hosting Club must provide a 50-seater air-conditioned bus with a driver for the transportation of the team delegation to the training ground, match, to and from the airport in the venue, and for official functions.
- Throughout the period commencing two days before the match and ending with the departure on the day after the match, the Hosting Club must provide an air-conditioned sedan with a driver to accommodate 5 people, for the transportation of the officials to the training ground, match, to and from the airport in the venue, and for official functions.
- Additionally, for transportation to and from the airport and on match day, the Hosting Club must provide one roofed truck (preferably with a 4-ton capacity) for the transportation of goods.
- If the Visiting Club arrives earlier than 2 days or depart later than 1 day after the match, the Hosting Club is still obliged to provide the transportation, however, the cost shall be borne by the Visiting Club.

AFC Delegation

- Throughout the period from the arrival to departure, the Hosting Club must provide an air-conditioned sedan with a driver to accommodate 5 people, for the transportation to the training ground, match, to and from the airport in the venue, and for official use, to be used by the AFC Match Commissioner at his/her discretion.
- Throughout the period from the arrival to departure, the Hosting Club must provide an air-conditioned sedan with a driver to accommodate 5 people, for the transportation to the training ground, match, to and from the airport in the venue, and for official use, to be used by the AFC Venue Manager at his/her discretion.
- Throughout the period from the arrival to departure, the Hosting Club must provide 1 van (preferably 8-seater or larger) air-conditioned sedans each with a driver for the transportation of the AFC Referee Assessor, Referees, two Assistant Referees, and Fourth Official to the training ground, match, to and from the airport in the venue, and for official use, which may be used by the AFC Referee Assessor, Referees, two Assistant Referees, and Fourth Official at their discretion.
- Additional method for transportation shall also be provided for others individuals designated as being part of the delegation by AFC.

2.7 Training

2.7.1 Training Ground

The Hosting Club must provide training ground in good condition, which may be used exclusively by the Visiting Club for at least two days before the match, that in compliance with the Competition Regulations.

Moreover, such training ground may not be used for other matches or events while the training ground are in use by the Visiting Club (for two days preceding the match).

The training pitch should be:

- of size that is in compliance with the Laws of the Game and be maintained in good condition.
- freshly mown;
- fully marked;
- equipped with standard and/or mobile goals.

The facilities in the training ground must be equipped with toilets that meet the health requirements, and if possible, locker rooms equipped with showers. And it would be preferable to have lighting facilities in the training ground.

It would be preferable to be able to segregate the general public and the media, and to security control the training ground.

The training ground must be located near the Visiting Club's hotel, and transport by bus from the hotel to the training ground must not exceed 30 minutes or 30 kilometres.

2.7.2 Official Training in the Match Stadium

If prevailing weather conditions and state of the playing field so allow, the Participating Club is entitled to hold a training session of up to one hour 1 or 2 days before the match in the stadium where the match will be played at the exact same time as the match kick off unless otherwise the Visiting Club requests.

Should the pitch conditions in the match stadium be adverse, the AFC Match Commissioner may allow the Clubs to enter the pitch wearing training shoes, so that the Club may check the pitch condition.

In case of artificial turf:

If the match is to be played at a stadium with artificial turf, the Visiting Club will be given the right to have two 1-hour official training sessions, or one 2-hour official training session in the match stadium, 1 or 2 days before the match as requested by the Visiting Club.

Maintenance of the pitch:

The Hosting Club must maintain (mow, mark lines, and install goals) the field of play in a condition fit to

play the match in preparation for the official training session.

If teams choose not to train at the match stadium they have to inform in advance the AFC Match Commissioner of their Official Training time at other designated Official Training Site approved by AFC. This shall be treated as Official Training Session.

2.7.3 Training Ground for Referees

If requested by AFC the Hosting Club should provide a training ground for referees with a field and a 400-meter track around it 2 days before the match, near the referees' hotel and the transport from the hotel to such training ground should preferably not exceed 30 minutes or 30 kilometres by car. The Hosting Club should also make arrangements to provide fitness rooms, a swimming pool, and other facilities when requested.

2.8 Medical Matters and Doping Control

2.8.1 General Remarks

The Hosting Club must ensure, at its own costs, that medical services, including hospitals facilities, which will treat any injuries and emergency situations, are made available to the AFC Delegation from upon arrival to the day after the match, and to the Visiting Club from two days before the match to the day after match.

2.8.2 Hospitals

There should be a hospital located in close proximity to as well as hotels of the Visiting Club and AFC delegation, which offers a comprehensive medical service on a priority basis for all designated persons.

2.8.3 Medical Personnel

The Home Club must arrange for the following medical personnel to be present at the match stadium.

- On pitch Medical Officer trained in Emergency Medicine.
- 8 trained stretcher bearers in good physical condition.

2.8.4 Ambulance

The Hosting Club must arrange for two (2) ambulances with a dedicated driver equipped with oxygen tank, mask, defibrillator, intravenous drip set, emergency medicine, and trained medical staff. Match shall not commence without two (2) ambulances at the stadium.

2.8.5 Doping Control

The Hosting Club must ensure that the match stadium is equipped with a doping control station, which meets the requirements of the Anti-Doping Regulations.

The Hosting Club must appoint doping escorts (one escort for each player) who will provide assistance to the doping doctor.

To prevent access by unauthorized personnel, accreditations will be required to enter the doping control room.

2.9 Insurance

The Hosting Club must conclude adequate insurance coverage as indicated in the Competition Regulations under Section 1, Article 4 Insurance.

3 STADIUM

3.1 Basic Facilities

3.1.1 Stadium Conditions

The participating Clubs must ensure that the stadium and its facilities where the matches are organised are in compliance with safety and security standards for international matches, as well as other AFC guidelines, and shall confirm that such stadium and facilities satisfy the requirements in accordance with AFC Stadia Regulations for AFC Champions league 2014. The field of play, equipment, and facilities must be in the highest condition and in compliance with the Laws of the Game published by FIFA.

3.1.2 Stadium Access Guarantee

The participating Clubs shall be required to submit to AFC in writing, to guarantee that the stadium will be available for its exclusive use on all relevant ACL 2014 match days (including two day before and the day after).

3.1.3 Stadium Questionnaire

The AFC requires the participating Clubs to submit a completed AFC Venue Facilities Questionnaire for all stadia where the matches are to be held.

3.1.4 Stadium Inspections

AFC is entitled to conduct stadium inspections to check whether the required standards have been met within the stadia where the matches will be held. If such standards have not been met, the relevant Club must propose an alternative stadium for hosting its home match.

3.1.5 Technical Rooms

The stadium must be equipped with the following technical rooms:

Team Dressing Rooms

The dressing rooms provided to each team should be equal in size, style, and comfort, and equipped with the following minimum facilities:

- 4 showers and 4 individual seated toilets.
- seating room for at least 29 persons together with 29 chairs.
- 1 massage table.
- 1 tactical board with marker pens and 'eraser'.
- 1 refrigerator.
- Team's dressing room must be air-conditioned.

Referee Dressing Room

The referee dressing room must be equipped with the following facilities:

- 1 shower and 1 individual seated toilet.
- seating room for at least 5 persons.
- 1 table and 5 chairs.
- 1 refrigerator.
- The referee's dressing room must be air-conditioned.

Doping Control Room

The doping control room must be at least 20m² and must be equipped with the following facilities:

- 1 table with 4 chairs;
- 1 lockable cabinet;
- Bathroom unit (with attached shower) with a sink, mirror, and shower;
- Sofa for 8 persons;
- Refrigerator with unopened non-alcoholic beverages in cans or glass bottles (mineral water, soft drinks, etc);
- Television.

Medical Room

The medical room must be equipped with the following facilities:

- Oxygen tank with orotracheal airway and appropriate mask;
- Splints (for spinal injuries);
- Suction device;
- Intravenous drip set (with emergency injection drugs and medical agents);

- Tools and facilities required for simple surgical procedures.

Match Officials' (AFC Secretariat) Room

The Match Officials' (AFC Secretariat) Room must be equipped with the following facilities:

- Wireless broadband internet connections.
- IDD lines for one telephone and one fax machine and its consumables such as but not limited to paper, toner and cartridges.
- 1 desktop or laptop with the following specifications (minimum): Pentium 4, 512 MB RAM, connected to the Internet, connected to a printer, Windows 2000/XP Pro/Window Vista, Microsoft Office 2000 and above, Adobe Reader version 7.0. Operating languages for the software must be in English.
- 1 printer and its consumables such as but not limited to paper, toner and cartridges.
- 1 medium duty photocopy machine with sorting facilities and its consumables such as but not limited to paper, toner and cartridges.
- The Match Officials' room must be located nearby, and with easy access to the team and referee's dressing rooms.
- The Match Official's room must be air-conditioned.

Other Rooms

- A meeting room with enough space to seat more than 30 people, equipped with a white board and LCD projector for holding Match Coordination Meeting on the day before the match;
- A storage room in a permanent structure for storing competition equipment and facilities.

Media related areas / facilities

※Please refer to section 3.3

3.1.6 Team Benches and Technical area

Covered benches for the teams (which seats 11 officials and 7 substitutes) and a covered bench for the AFC match officials (for 3 persons) must be provided. These benches must be positioned no farther than 5 meters from the touchline. Facing the field of play, the bench on the left is for the Hosting Club, the one on the right for the Visiting Club. The AFC match official's bench must be situated between these 2 benches.

The officials seated on the team benches, must always bear their accreditation cards. Moreover, all players and officials who will take seat on the benches must also be dressed in uniform that is contrasting to that worn by the players and referees on the pitch. If colours should clash, the persons who will take seat on the benches must wear bibs of a contrasting colour.

Only 1 person at a time may give instructions to the players on the field from the technical area.

3.1.7 Pitch Size and Drainage System

The pitch must be the following size:

- Length: 100 -110m (ideally 105m)
- Width: 64-75m (ideally 68m)

To prevent the pitch from becoming flooded and unfit for play, the pitch must have a smooth and flat surface, and preferably equipped with a drainage system.

3.1.8 VIP Tribune

There must be at least 50 VIP seats in the stadium. The VIP seats shall be in the central area of the main stand, as close to the halfway line as possible. The VIP tribune should be separate from Media tribune.

3.1.9 Stands

The spectator seats, regardless of whether they are made of concrete, metal, wood, or plastic, must be individual seats, rather than benches, and must be affixed to the floor and individually numbered. Moreover, only stadia with seats and no standing room may be used. If a stadium with a mixture of seats and standing room is the only one available, only the seat portion of the stands may be used; the standing room cannot be used.

Temporary stands may not be used. Notwithstanding the foregoing, this shall not be the case should the AFC Competition Committee consent otherwise.

3.1.10 Goals

The goalposts and crossbars must be made of aluminum or of similar material, and must be cylindrical or elliptical in shape. In addition, these must be in compliance with the Laws of the Game issued by the International Football Association Board (IFAB), and in particular with the following:

- The distance between the goalposts should be 7.32m;
- The distance from the ground to the bottom of the crossbar should be 2.44m;
- The goalposts and crossbars should be white in colour;
- Must not pose any danger to the players.

The stadium must also have spare goals, which may be easily installed when necessary.

3.1.11 Artificial Turf

Participating Clubs that wish to organise a match at a stadium with an artificial turf shall confirm that such turf is in compliance with FIFA's quality standards, and shall submit to AFC a copy of the document certifying that the turf is in compliance with such standards.

3.1.12 Floodlights and Back Up Power

Should the match be held in the evening, the stadium must be equipped with the minimum level of brightness as stipulated in AFC's relative regulations and guidelines as indicated below:

- The entire pitch is evenly lit at 1,200 lx minimum. (recommended brightness 1,400 lx or higher)

To ensure that the match may continue even in case of power failure, the stadium must be equipped with an emergency generator that will provide at least two-thirds of the abovementioned brightness to the entire stadium (including the pitch area and the spectator areas). Any exceptions may be granted by the AFC Competitions Committee, and such decision shall be final.

3.1.13 Clock

The clock in the stadium displaying the time played must run from 0 to 45 minutes for the 1st half and from 45 to 90 minutes for the 2nd half. Time must be stopped at the end of normal playing time in each half, i.e., after 45 and 90 minutes. This shall also apply to the extra time (after 15 minutes and 30 minutes).

3.1.14 Flag Poles and Batons

The stadium must be equipped with 4 flagpoles or alternatively sufficient number of batons to fly 4 types of flags (the AFC flag and both Club flags).

3.1.15 Public Address System

The stadium must be equipped with a public address system, which will remain unaffected by failure of the main power source.

3.1.16 Giant Screen

It would be preferable for the stadium to be equipped with a giant screen. However, images or messages may not be broadcast on such giant screens. The abovementioned content and replays may only be played on such giant screens if AFC so consents. The match results may be displayed on the giant screen without any license.

The Hosting Club shall fully co-operate with AFC/WSG and ensure free of charge to use the Giant Screen, in the exploitation of the Commercial Rights, in particular with respect to the activation of the Commercial Rights.

3.1.17 Retractable Roof

Before the match takes place, the AFC Match Commissioner and the referee will decide, after due consultation, whether the retractable roof of the stadium will be open or closed during the match.

If the match begins with the roof closed, it must remain closed until the end of the match. If the match begins with the roof open, only the referee will have the authority to decide to close the roof during the match. If, during the match, the referee calls for the roof to be closed, then it should remain closed until the end of the match.

3.1.18 Parking

There must be enough parking space for at least 2 buses and 10 cars for the Club teams and officials, 20 cars for VIPs, and 50 cars for AFC Partners.

3.1.19 Hospitality

If requested by AFC, the Hosting Club must provide VIP hospitality area(s) for the AFC Delegation, guests of the Visiting Club, Commercial Partners, and guests of the Hosting Club. The size of the VIP hospitality area must be appropriate for the number of expected guests.

Temporary tents may be erected if enough space for the VIP hospitality area is not available within the stadium.

3.1.20 Concessions

Light snacks and other catering facilities must be offered in every sector of the stadium, so that all spectators may enjoy the match. However, an unauthorised branding will never be allowed at concessions.

3.1.21 Toilets

1 toilets for both sexes for every 200 seats, and 1 urinals for every 125 seats must be available in every sector of the stadium.

3.2 Advertising and Stadium Dressing

3.2.1 Advertising Boards and Other Forms of Advertising

AFC and WSG shall be responsible for the provision of advertising boards to be set up around the pitch, as well as for other forms of sponsor advertising.

3.2.2 Signage

The Hosting Club must set up directional signage inside and outside the stadium in a highly visible position guiding the VIPs and guests to their seats or the VIP hospitality area(s), media to their seats or the Media Centre, and the teams to their respective dressing rooms.

3.3.3 Stadium Dressing

Tier Dressing Banner, Entrance Tunnel Banner (for all venues)

AFC and WSG shall be responsible for the provision of the banners, and the installation for the first home match. From the end of first match onwards, the hosting clubs shall be responsible for secure the storage space for the banners to be recyclable in the possible future competitions.

Team Bench Application (for all venues)

WSG shall set up branding stickers in a high visible position on the interior and exterior side of the substitution bench. The hosting clubs shall print the team signage and set up on the back of benches for home and away team. The graphic template for all teams will be provided by AFC.

Ball Stand (for all venues)

WSG shall be responsible for the production and transportation of the ball stand. The hosting club must secure the enough manpower for the implementation in every home match.

The hosting clubs must make sure that the stand and one of the match balls to be set up 15 minutes before the kick off, in a place fittingly appropriate for the referee to grab the ball on the midway of march-in. When the match is on, the ball stand shall be removed to elsewhere not obstruct the movement of match officials and well stored for the use of next match.

Center Circle Banner (at selected venue)

The center circle banner requires 22 banner-bearers (can be female too) to operate. The banner shall be carried into the pitch and unfold at the center-circle after the completion of the player warming up session (15 minutes before the kick-off). The banner-bearers may wave the banner during the player's matching in, then exit the pitch with the folded banner after handshake session finished. The banner shall be folded inside the center circle before exit the pitch. The exit path shall be as same as the fair play flag bearers.

Handshake Board (at selected venue)

The handshake board shall be ready on the pitch in the proximity of players' lining up place at 15 minutes before the kick-off, but not to block the center path which leave for referees and players to enter into the pitch. The hosting club shall look for 2-4 boys to help compose the board and place at the spot 50cm in front of the escort kids, immediately after players finish lining up. The boys shall leave the pitch during the handshake session and re-enter again to take out the board after the handshake session. In case of VIP handshake programme are taken place, the position of board shall be 150cm in front of the escort kids, in order to create the enough space for VIP guests to walk through.

March-in Carpet (at selected venue)

The carpet shall be placed under the march-in tunnel, covering the most area on the floor of the player entrance, from the spot 1 meter from the touchline to the furthest spot it can reach inside the tunnel. The carpet must be ready at least 1 hour before the kick-off time (prior to the goalkeeper warming up), and last the entire duration of the match.

3.3 Media Facilities

3.3.1 Reception Desk

The Hosting Club must have a security-controlled, dedicated media entrance at each stadium, and a reception desk where media representatives may pickup their accreditations, bibs, and acquire other necessary information must be installed near this entrance in a location unaffected by the weather.

3.3.2 Media Tribune (Written Press Positions)

It is recommended that the Hosting Club reserve covered seats in the central area of the main stands with an unobstructed view of the entire pitch for the written press. These written press positions shall have easy access to other media facilities such as the Media Working Area, the Press Conference Room, and the Mixed Zone, and shall be security controlled on the day before the match and on match day so as to restrict access to only accredited media representatives.

There should be 2 adjoining areas within the Media Tribune - one area shall have seats with desks and the other, seats without desks. The desks must be big enough to accommodate a laptop computer and notepad (generally, each desk shall be 0.6m wide), and must be equipped with chairs, lighting, power supply, and internet lines (either Ethernet 10/100, RJ45, minimum of 512 kbps, DHCP, non-blocked, all ports open or wireless LAN). Should the media so request, the necessary number of telephone lines must be installed at the expense of the media. If possible, we recommend that multiple TV monitors be installed in the written press positions equipped with desks.

The minimum number of written press positions required for each stage of the Competition is indicated below. At least 70% of the written press positions must be equipped with desks.

- For play off and group stage matches: 50 seats
- For round of 16 and quarter finals: 75 seats
- For semi finals: 125 seats
- For the final: 200 seats

※Number of seats requested by the AFC must be supplied (for AFC.com, etc.)(estimated 2-10 seats).

3.3.3 Press Conference Room

The Home Club is responsible for providing the infrastructure and space necessary to organise the pre match and the post-match press conferences. If possible, the Press Conference Room shall be located between the team dressing rooms and the Team bus area, and shall be easily accessible from the Media Working Area. It should also have separate entrances for the Team and media representatives. Access to this area must be securely controlled so that the media will not have access to the team dressing room area, and so that individuals who are not part of the team or the media, and any other unauthorised personnel are not allowed entry into the Press Conference Room.

The minimum number of press seats necessary for each stage of the Competition is indicated below:

- For play off and group stage matches: 50 seats
- For round of 16 and quarter finals: 50 seats
- For semi finals: 75 seats
- For the final: 100 seats

The following facilities are required in the Press Conference Room:

- **Interviewee podium:** There shall be desks and chairs for a maximum of 6 representatives (the head coach, 2 players, Local Media Officer, Club Media Officer, interpreters, etc.) on the podium, with enough space to install a backdrop of the Competition.
- **ENG podium:** This platform shall be set up at the back end of the Press Conference Room. Depending on the number of ENG crews, 2 tiers may need to be created. Generally, the size of the ENG podium is H50cm x W6m x D2m, however, adjustments may be necessary depending on the number of ENG crews. If possible, an audio distribution amplifier and technical equipment necessary for distributing

the microphone audio via cables shall be installed.

- **Chairs:** Number of chairs required for each stage of the Competition must be set up for the media representatives.
- **Sound system:** There must be 2 microphones (with stand) for each interviewee on the desks on the interview podium, and 1-2 roving microphones for any questions asked. Moreover, speakers and a sound system that will provide audio loud enough for the questions and answers to be heard through out the Press Conference Room shall be installed.
- **Lighting:** The entire interviewee podium must be covered by lighting of sufficient brightness (roughly 1,000 lx, colour temperature 3,200k). Sufficient power for such lighting must also be supplied.
- **Interpreters:** The interpretation of coaches and players' language into English is the responsibility of each participating team (please refer to section 5.2.5). For the final, interpreters and interpretation booths must be provided and simultaneous interpretation must be available at the press conferences.
- **Interpretation booth:** If simultaneous interpretation is to be provided, interpretation booths must be installed in an area with a good view of the interviewee podium. In addition, microphones as well as other necessary audio equipment for interpreters, and headsets for the interviewees and the media must be provided. For the final, interpreters and interpretation booths must be provided and simultaneous interpretation must be available at the press conferences.
- **ACL Backdrop:** This will be provided and set up by the WSG.

3.3.4 Media Working Area

A Media Working Area, where the media may work before and after the Official Training Sessions held the day before the match, and also before and after the match, must be created within the access control area in the stadium, or in an adjacent area with controlled access. To prevent entry of unauthorized personnel, the access to the Media Working Area must be security controlled. The Media Tribune, the Press Conference Room and the Mixed Zone shall be easily accessible from this Media Working Area. The Media Working Area shall also be used as an area for providing information and hospitality to the media. If possible, it would be preferable to have separate areas for the written press and the photographers in which case it would be ideal if an area closer to the photographers' entrance to the pitch is allocated for the photographers.

The set up within the Media Working Area shall be determined based on the number of media representatives

attending, the importance of the match, time remaining until the deadline, and other circumstances. In principle, if Photographers' Working Area is separate, it shall still require the same level of facilities.

The following facilities are required in the Media Working Area:

- **Working positions:** With necessary number of desks large enough to work on and chairs. The minimum number of working positions for each stage of the match are as follows (the number of seats below also include seats for photographers):
 - For play off and group stage matches: 75 seats
 - For round of 16 and quarter finals: 100 seats
 - For semi finals: 150 seats
 - For the final: 250 seats
- **Lighting:** The entire working area must be lit brightly enough for the media to work.
- **Air conditioner:** The temperature of the room must be maintained at a level comfortable enough for the media to work.
- **Power supply:** There should be at least 1 power supply for each working position.
- **Internet lines:** If possible, internet access must be made available to the media, and if possible 1 line per working position shall be provided (either Ethernet 10/100, RJ45, minimum of 512 kbps, DHCP, non-blocked, all ports open or wireless LAN).
- **Telephone lines:** Since mobile phones work all over the world nowadays, the need for telephone lines has decreased. Nevertheless should media request for a dedicated telephone line, such line must be installed at the cost of the media.
- **Public phones:** The necessary number of public phones determined according to the capacity of the Media Working Area must be installed. For the same reason as above, the need for such facility is also decreasing.
- **Fax machine(s):** Fax machine(s) must be installed in the Media Working Area. They may be installed in a location under media staff's control, however, the media shall have free access to use such fax machine(s). It would be preferable to allow the media to use the fax machine(s) free of charge.
- **Copy machine(s)/printer(s):** These must be available in the Media Working Area. They may be installed in a location under media staff's control, however, the media shall have free access to use such copy machine(s)/printer(s). It would be preferable to allow the media to use the copy machine(s)/printer(s) free of charge.
- **Hospitality area:** It is preferable to provide a hospitality area for the media to enjoy refreshments, rendezvous or hold a meeting with colleagues. If possible, it would be preferable to partition off this

area from the rest of the Media Working Area. Whether free of charge or not, food and beverages should be provided. If only a few media representatives are attending the match, and the Media Working Area is thus small in scale, vending machine(s) may be installed instead.

- **Information desk:** An information desk is necessary to ensure the smooth operation of the Media Working Area. If possible, it would be preferable to set up the information desk in a prominent location near the entrance of the Media Working Area, but there must be enough space in front of it for people to pass by. The staff at the information desk must be capable of responding to questions regarding media operation, and may also be use to distribute materials and photographer bibs. In many cases the information desks are staffed by volunteers. This information desk may also serve as the reception desk discussed in section 3.3.1.
- **Pigeon holes:** Pigeon holes must be installed near the information desk at big competitions or at competitions where a large amount of materials are distributed. The holes must be a size suitable for A4 documents and shall be approximately 12-15cm high.
- **Trash cans:** An appropriate number of trash cans shall be provided depending on the number of working positions.
- **TV monitors:** An appropriate number of TV monitors shall be provided depending on the number of working positions, and if possible, it should be installed in a high position, so that it will be visible to a great many people.
- **Lockers:** It would be preferable to provide lockers of size 30 x 40 x 40cm.
- **Restrooms:** If possible, it would be preferable to have media dedicated restrooms for men and women near the Media Working Area.

3.3.5 Mixed Zone

The Hosting Club must provide a Mixed Zone as an area for the media to interview the head coaches and players of each team after the match. The Mixed Zone must be set up in an easily accessible area unaffected by weather or surrounding noise, between the Team dressing rooms and the Team bus area. Only the head coaches and players of both Teams and media representatives are allowed access to the Mixed Zone; unauthorized personnel are not allowed entry into the Mixed Zone.

The size of the Mixed Zone will vary depending on the number of media representatives attending the match, and if space allows, it would be preferable to secure enough space to hold every member of the media. The Mixed Zone must have at least 3 accesses, 1 entrance and 1 exit for the head coaches and players (separate entrance and exit are recommended), and 1 for the media. When there are many interviewers, it would be preferable to separate the Mixed Zone into 3 areas – written press, radio, and TV. In this case, it would be ideal to have a media entrance/exit for each of the 3 areas.

The passage for the head coaches and players and the media area shall be fenced off by a partition (to be affixed so that it may not be moved easily). The entire Mixed Zone must be brightly lit, and the temperature within must be controlled by air conditioning. Lighting (roughly 1,000 lx, colour temperature 3,200K) and power supply for the ACL backdrop in the TV interview area and TV are also required. The head coaches and players must exit the dressing room to the Team bus area via the mixed zone.

3.3.6 Television Broadcast

For ACL games that will be broadcast on television, the World Sports Group (WSG) shall, acting on behalf of the AFC, be in charge of the television operation, and the WSG and the Host Broadcaster shall communicate the television broadcast requirements to the Hosting Club. The Hosting Club must cooperate with WSG and the Host Broadcast in making the necessary preparations at the stadium.

3.3.7 Media Positions During the Match

Access to the stadium must be controlled on the day before the match and on match day. This also includes media access, which shall be limited depending on the accredited category. In any case, the media is prohibited from accessing the operation headquarters, the doping room, the referee dressing room, team dressing rooms, and the field of play. Security staff will control access by identifying the various ADs and bibs.

An example of the access permitted to each media category and the necessary AD and bibs.

	HEADLINE	PHOTOGRAPHER	VIDEO	TV (including equipment)
Media Working Area/Press Centre	AD	AD	AD	AD
Media Tribune	AD	"	"	"
Press Conference Room	AD	"	AD	AD
Media Zone	AD	"	AD	AD
TV/Video Commentary Booths	"	"	AD	AD
Club Staff/Security Restroom Area	"	"	"	AD
Pitch Area	"	AD/BIB	"	AD/BIB

3.3.8 Photographer Operation

In general, the photographers may access the pitch area from approximately 2 hours before kick off.

However this does not mean that photographers will be given unrestrictedly access to all areas around the pitch, and whatever the case, they will not be allowed access onto the field of play. Moreover, they will not be allowed access into the central area on the pitch where the team benches are located (in most cases, this refers to the central area on the main stand side), except before the match when team photos are taken.

The photographer positions during the match will be located behind the Advertising Boards behind both goals and along the touchline opposite the team benches. Space for TV crews must be secured in this area as well. It is recommended that seats (rather than benches) be provided in this space according to the number of photographers attending the match.

Should photographers wish to set up a remote camera directly behind the goal, such photographer must make appropriate arrangements in advance with the AFC Match Commissioner, Local General Coordinator, WSG and the referee, to determine the location in which the remote camera may be set up. The remote camera must be affixed on a minipod behind the net, within the width of the goal (7.32m), and may not be placed within the net, or directly adjacent to, outside of or besides the goal.

Moreover, such cameras may not be affixed to the goalposts or cross bars, or be of a height that obstructs the advertisement boards. No one may approach the remote camera during the match to make adjustments or move the cameras. Such remote cameras require referee's final approval.

3.3.9 Flash Interviews

The Home Club must set up flash interview positions in an appropriate location for post match TV interviews of the head coaches and players. The flash interview positions shall be located between the pitch and the team dressing rooms, as close to the team dressing rooms as possible. It should, in principle, be located under a roofed area in order to ensure that it will be unaffected by weather and for security reasons, but at times, flash interviews may be conducted near the pitch. In this case, the position shall be determined pursuant to sufficient examination of various security issues.

The number of flash interview positions will differ depending on the importance of the match and requests from the TV broadcasters, but the backdrop for each flash interview position will require a space of 3 x 3m, and a height of 3-3.5m for set up. Furthermore, sufficient light intensity for TV broadcasting (roughly 1,000 lx, colour temperature 3,200K) and ample power supply must be provided. In anticipation of night matches and bad weather, lighting will also be necessary even in cases where the flash interview positions are located outdoors.

3.3.10 Television and Radio Commentary Positions

The Hosting Club must provide the number of TV and radio commentary positions requested by WSG and the Host Broadcasters/Rights Holders in an area adjacent to the Media Tribune. In principle, the commentary positions shall have an unobstructed view of the entire pitch, and shall be located under a roofed area near the centre of the stands (if possible, somewhere outside, so that the ambience of the stands may be felt). It must be located on the same side as the main camera. Each commentary position shall have 3 seats, with ample power capacity and supply, telephone line, internet access (either Ethernet 10/100, RJ45, minimum of 512 kbps, DHCP, non-blocked, all ports open or WLAN), TV monitor, etc. If ordinary spectator seats are to be modified in order to secure enough space for all of the facilities necessary in the commentary positions and for the media to perform their tasks, 9 seats - 3 rows x 3 seats – (roughly, an area of size 3 x 3 x 2.5m will be the necessary at the least) shall be used to create the commentary positions. Details shall be communicated by WSG.

3.3.11 Television Studio

In recent years, television studios have been set up within the stadium premises for television broadcasting at international competitions. There are 2 types of television studios. The first type of studio is often set up near the Team dressing rooms (this studio must be in an isolated room of size 5m x 5m x 2.3m), and will be used to interview the head coach and players after the match, separately from the flash interview, in a seated and relaxed environment. And the latter type is often set up in the upper area of the stands with a view of the pitch and is used as a presentation studio inviting guest speakers and commentating on the match before and after the match and at half time. Upon request from WSG or the Host Broadcaster, the Host Club will be required to provide space for such studios.

3.3.12 OB Van Area

The Hosting Club must provide a large parking space to be used as the OB (Outside Broadcast) van area by the Host Broadcaster. Generally, the Host Broadcaster will park OB vans, tender trucks, generators, satellite uplink vehicles, graphic vans, and other vehicles in this area. This area shall be clean, and shall have a hard enough surface to park large vehicles. The area must be as close to the main camera position (in the stadium) as possible. This area shall be fenced off so that spectators will not be allowed access, and shall be security controlled 24 hours a day. Lighting of 100lx shall be provided in order to allow the

media in this area to work at night if necessary. Back up power source must also be provided. Details to be communicated by WSG.

3.3.13 Signage

As indicated in section 3.2.2, The Hosting Club shall set up sufficient signage inside/outside the stadium to ensure that media representatives may easily find their way to the various media facilities within the stadium.

4 MATCH DAY ORGANISATION

4.1 Match Week Schedule

Example of the schedule:

2 days before the match

Arrival of the AFC Match Commissioner
Arrival of the AFC Referee Assessor
Arrival of the Referee, both Assistant Referees, Fourth Official
Arrival of the Visiting Club
Operation Meeting

1 day before the match

Official training at the match stadium
Match Coordination Meeting
Pre-match Press conference
TV Meeting
Match Rehearsal

Match day

1 day after the Match

Departure of the AFC Match Commissioner
Departure of the AFC Referee Assessor
Departure of the Referees, both Assistant Referees, Fourth Official
Departure of the Visiting Club

4.2 Match Coordination Meeting

In principle, the match coordination meeting should take place as follows:

It shall take place at the match stadium or team hotel or AFC hotel on the day before the match.

For the purpose of this meeting, a room with a capacity for a minimum of 30 persons must be reserved.

The Hosting Club should prepare the name plate with the names/functions of the persons present, as well as provide refreshments (snacks and beverages). The room shall be equipped with LCD Projector and microphone.

The match coordination meeting will be chaired by the AFC Match Commissioner and will be held in English.

If necessary, the Hosting Club should provide one or more interpreters.

This meeting should be attended by the following persons:

AFC

- AFC Match Commissioner
- AFC Referee Assessor
- AFC General Coordinator (if appointed)
- AFC Media Officer (if appointed)
- AFC Medical Officer (if appointed)
- AFC Security Officer(if elected)

WSG

- WSG Venue Manager
- WSTV Broadcasting Services Manager

Hosting Organisation

- Local General Coordinator
- Local Media Officer
- Competition Officer
- Stadium Operation Officer
- Security Officer
- Marketing & TV Officer
- Medical Officer
- Team Liaison Officer
- Match Commissioner Liaison Officer
- Referee Liaison Officer
- Ticketing Officer

Clubs

- Team Manager
- Technical Staff (head coach or assistant coach)
- Team Media Officer
- (Team Doctor)
- (Interpreter)

Agenda

- Administrative Matters
- Competition Matters
- Security, Accreditation and Access Control Matters
- Disciplinary Matters
- Media & Broadcasting Matters
- Marketing Matters
- Medical Matters

Team managers are requested to bring with them the official player's first and second choice kits for the field players including the full set of shirt, shorts, and socks, as well as the full set of goalkeeper kits.

During Match Coordination Meeting, Local Media Officer and Broadcasting Services Manager will be required by Match Commissioner to brief the media (mainly accredited media number) and broadcasting (mainly the number of RTVs and Camera plan) matters respectively with regard to its operations on the match day.

4.3 Match Organisation

4.3.1 Hosting Club Responsibilities

The Hosting Club must ensure that it complies with the guidelines contained herewith as far as possible, and that the matches are organised in accordance to the Competition Regulations.

The Hosting Club must appoint and prepare operational staff and supporting staff, whom shall have the authority to fulfill the required tasks during the appropriate period.

The Hosting Club must create a checklist with an overview of the various tasks and duties it must fulfill in order to be thoroughly prepared to organise the match.

4.3.2 Flags, Music and Announcements

The AFC flag, Competition flag, and the flag of Host Country (if any) must be flown at the stadium at all matches of the Competition. Club flags of both teams may be used if available.

If possible, the AFC and FIFA flags shall be flown near the VIP entrance. An example of flag protocol may be seen in the illustration below:

When flown on a flag pole



When flown on a baton



The flags in the stadium must all be the same size. The preferred size is 4 x 6 feet (about 1.2 x 1.8 meters).

National anthems shall not be played. ACL Anthem shall be provided to the participating Clubs by the AFC and shall be played upon entry of the Clubs to the field of play.

Music may be played before the match, during half time, at full time and when goals are scored, however, the music chosen should be appropriate and must not be offensive to any race or religion.

At all matches, the players must shake hands with their opponents and the referees after the line-up ceremony as a gesture of fair play. Furthermore, after the final whistle, the players must gather in the centre circle, shake hands with their opponents, and wave goodbye to the spectators.

Any ceremonies and events held by the Hosting Club must be proposed to AFC in advance, discussed at the organisational meeting, and require the AFC approval.

Match announcements with relevant information may be made before, during, and after the match. Examples of announcements shall be provided by AFC with event run-sheet.

4.3.3 Walkie-talkie

For smooth match operation, the Hosting Club must provide at least the following numbers of Walkie-talkie to the following staff:

Play-off & Group Stage	:	10 walkie talkies
Knock-out Stage	:	12 walkie talkies
Finals	:	15 walkie talkies

AFC Channel

No.	Role
1	AFC Match Commissioner
2	AFC Finance Accountant
3	AFC Venue Manager (if applicable)
4	AFC Media Officer (if applicable)
5	AFC Medical Officer (if applicable)
6	AFC Security Officer (if applicable)
7	Local Venue Manager (if applicable)
8	Local General Coordinator
9	Local Media Officer
10	

* WSTV BSM to be provided a Walkie-talkie

Hosting Organisation Channel

No.	Role	No.	Role
1	Local General Coordinator	9	Medical Officer
2	Local Media Officer	10	Ticketing Officer
3	Team Manager / Match Operation Officer	11	Logistics Officer
4	Team Media Officer	12	IT Solution Officer
5	Security Officer	13	Team Liaison Officer
6	Stadium Operation Officer	14	Match Commissioner Liaison Officer
7	Protocol Officer	15	Referee Liaison Officer
8	Marketing & TV Officer	16	

4.3.4 Ball Kids

Use of the multiple ball system is recommended to limit the time the ball is out of play. In this case, 10 to 12 Ball Kids should be appointed who should be:

- dressed in neutral clothing that are different in colours than the two teams as well as referees;
- of an age capable of performing their duties;
- instructed beforehand of their duties and capable of performing them to satisfaction.

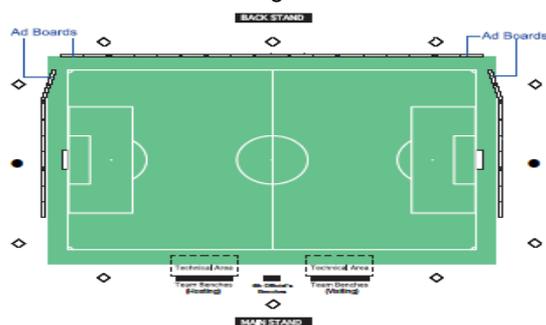
(N.B. – Any sponsor advertising on kits (shirt, shorts, and socks) worn by Ball Kids is prohibited.)

Position of Ball Kids

1. Match balls: 10

2. Number of Ball Kids and their positions

- For football stadia – 10 positioned at the ◊ in the diagram;
- For stadia with a track – 12 positioned at the ◊ and ● in the diagram;
- behind the advertising boards or the photographers by the goal lines;
- behind the advertising boards or the benches by the touch lines.



4.3.5 Flag Bearers

The AFC campaign flag (60 Minutes) (3 x 4.5 meters) shall enter the field of play with the anthem.

The Hosting Club must provide the Flag Bearers who will enter with the AFC campaign flag in accordance to the following terms and conditions. However, Partners may arrange for Flag Bearers in accordance to the marketing agreements, so please check with AFC/WSG before doing so.

AFC Campaign Flag Bearers should be:

- 6 persons;
- 10 to 16 years of age;
- instructed beforehand of their duties and capable of performing them to satisfaction.

The Flag Bearers must leave the pitch immediately after the line-up, before the players shake hands and group for team photos.

(N.B. – Any sponsor advertising on kits (shirt, shorts, and socks) worn by Flag Bearers is prohibited.)

However, this shall not be the case if official kits are worn. Should official kits be worn, the advertising of official shirt sponsors displayed on the shirts must be in compliance with the AFC Equipment Regulations.)

4.3.6 Players' Escort Kids

If the Hosting Club decides to use Players' escort kids (children accompanying the players as they enter the field of play), this should be proposed to AFC in advance. Such proposal shall be discussed and approved by AFC.

However, Partners may arrange for Players' escort kids pursuant to marketing agreements, in which case, Partners shall have precedence.

The Players' escort kids shall be:

- 6 to 10 years of age;
- not taller than 130cm;
- instructed beforehand of their duties and capable of performing them to satisfaction.

The Hosting Club may provide either two Players' escort kids (accompanying the captains) or 11 Players' Escorts for each Club.

All Players' escort kids have to leave the pitch immediately after the line-up, before the players shake hands and group for team photos.

(N.B. – Any sponsor advertising on kits (shirt, shorts, and socks) worn by Players' escort kids is prohibited .)

4.4 Countdown

The match day countdown shall be distributed in order to provide all parties concerned with the match details and the exact timing of various activities. This document shall only be distributed to both Clubs, the referee, both assistant referees, the fourth official, the main members of the Host Organisation, and the AFC Delegation.

A standard countdown follows, which should be amended as appropriate, taking into account the specificities of the stadium.

Arrival at the Stadium

- 05h Arrivals of AFC Match Commissioner, Local Media Officer, Local General Coordinator
- 04h 45' Final Stadium inspection
- 04h Pre-match ceremony rehearsal (optional)
- 03h All security must be at designated positions and briefing with Chief of Security
- 02hr 30' Opening of Stadium to spectators (can be adjusted)
- 02h Arrival of Referees
- 01h 30' Arrival time of Clubs to the Stadium

Players Selection List Completed

- 90' Both Clubs to submit to AFC Match Commissioner
- 75' Accreditation, Team Colours and Players' equipment check by AFC Match Commissioner and 4th Official

Match Timetable

- 50' to -20' Warm-up on the pitch
- 10' Check equipment of players from both Clubs
- 7' When the anthem starts, AFC Campaign Play flag, referee, assistant referees, the fourth official, and both club's players march onto the field; Once on the field, the players stand in a line facing the VIP tribune;
- 5 Hand-shake ceremony
- 3'30 Players shake hands with their opponents
- Team photos
- Coin toss
- 0' Kick-off

Half-time

15'

Both teams shall walk to the field together from their dressing rooms after the end of 15 minutes interval.

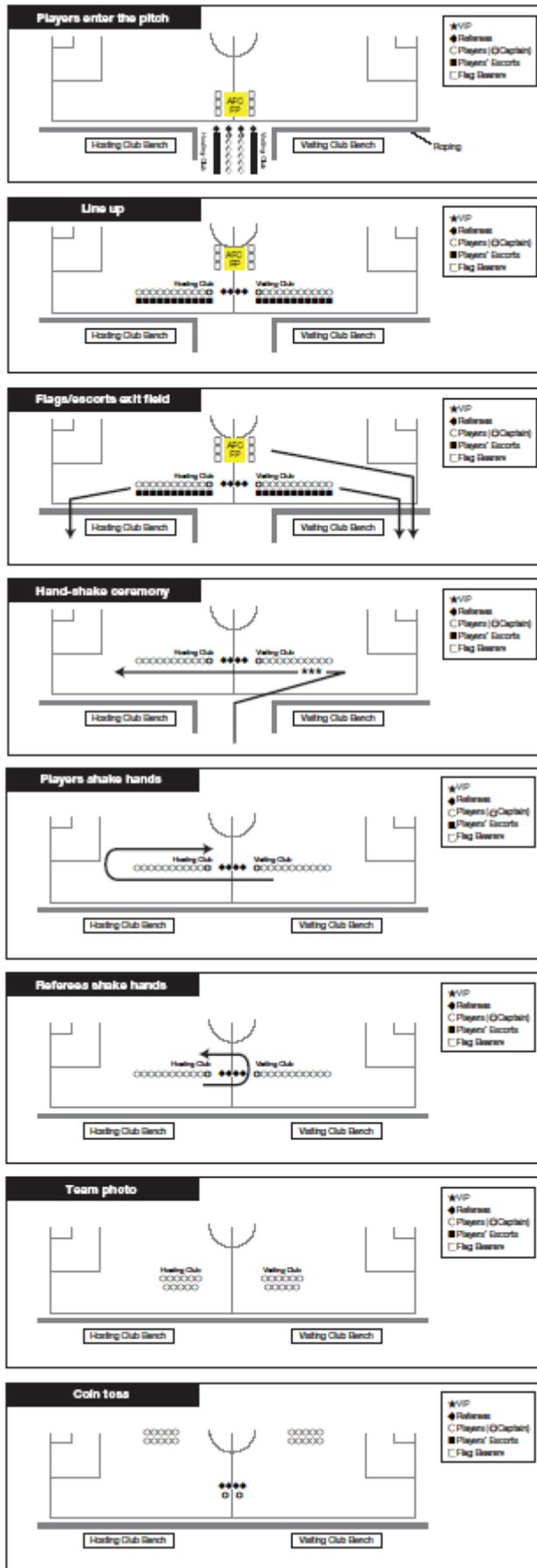


- - 6 mins before kick-off 2nd Half
Local General Coordinator will give a 3 minute signal
- Players of both teams and Referees regroup before entering the pitch

After the Final Whistle

Both Club's players, the referee, and both assistant referees shall gather in the centre circle, shake hands with each other, wave goodbye to the spectators, and leave the field together.

4.5 Diagrams



4.6 Match Sheet

The participating Clubs shall select 18 players from among the 30 players registered and duly submit such final list. The final list of players shall be submitted to the AFC Match Commissioner as the Players' Selection List at least 90 minutes before kick off.

4.6.1 Players' Selection List

For each match, the participating Clubs shall receive a "Players' Selection List" inscribed with the full names and shirt numbers of 30 players registered at the Match Coordination Meeting held the day before the match.

The participating Clubs shall indicate on the Players' Selection List, the 11 starting players, the captain, the goal keepers, and the 7 substitutes, as well as suspended players and players who will not be taking the field. If the Players' Selection Sheet is not completed and returned in time, the AFC Match Commissioner may refer and report the matter to the AFC Legal Department.

4.6.2 Match Starting List

After the receipt of the Player Selection List, the AFC Match Commissioner shall create a Match Starting List of the match by 75 minutes before kick off by using the AFCAS.

The head coaches of both Clubs and the team manager shall sign the Match Starting List and return it to the AFC Match Commissioner. Once the AFC Match Commissioner signs the Match Starting List, such list shall become an official document. This procedure shall be completed 75 to 65 minutes before kick off.

The AFC Match Commissioner will check the official accreditation cards of the players whose names are listed on the Match Starting list. Each player taking part in the match must be in possession of the accreditation card issued by the AFC. Only players with official accreditation card will be eligible and have the right to take part in the match.

The following shall apply after the Match Starting List is signed by both Clubs and returned to AFC Match Commissioner and before the match commences:

- If any of the 11 starting players listed on the Starting List is not able to start the match due to any reason, they may only be replaced by any of the 7 substitutes listed on the initial starter list. Consequently, the number of substitutes decreases, but during the match, 3 players may still be substituted.
- If any players of the 7 substitutes on the Starting List cannot be fielded due to any reason, they may not be replaced by any player, consequently, the number of substitutes decreases.

4.6.3 Match Summary

After the match, AFC Match Commissioner shall create the Match Summary using the AFCAS. The referee, both assistant referees, the fourth official, the AFC Referee Assessor, and the AFC Media Officer (if appointed) shall confirm the Match Summary and return it to the AFC Match Commissioner. The Match Summary becomes an official document once signed by the AFC Match Commissioner. This procedure shall be completed immediately after the match.

4.6.4 Photocopying and Distribution

Match Starting List

The Hosting Club must decide on the number of copies to be produced taking into account the number of media representatives and VIPs expected at the match. As a minimum, the following persons should be provided with copies of the Match Starting List:

- Referees, both assistant referees, fourth official
- AFC Match Commissioner
- AFC Referee Assessor
- AFC General Coordinator (if appointed)
- AFC Media Officer (if appointed)
- AFC Security Officer (if appointed)
- WSG Venue Manager
- WSG Broadcasting Services Manager • Local General Coordinator
- Local Media Officer
- Team Manager / Match Operation Officer
- Marketing & TV Officer
- Both Clubs (minimum 8 copies per club)

- Media (Written Press/Photographer)
- VIP
- Stadium Announcer

Match Summary

The Hosting Club must decide on the number of copies to be produced taking into account the number of media representatives and VIPs expected at the match. As a minimum, the following persons should be provided with the Match Summary:

- Referees, both assistant referees, fourth official
- AFC Match Commissioner
- AFC Referee Assessor
- AFC General Coordinator (if appointed)
- AFC Media Officer (if appointed)
- AFC Security Officer (if appointed)
- WSG Venue Manager
- WSG Broadcasting Services Manager
- Local General Coordinator
- Local Media Officer
- Team Manager / Match Operation Officer
- Marketing & TV Officer
- Both Clubs (minimum 8 copies per club)
- Media (Written Press/Photographer)
- VIP

*** Media Kit**

Media Kit is provided by AFC to Local Media Officer and the Hosting Club will be responsible for photocopying and distribution at Pre-Match Press Conference and stadium. The Hosting Club should decide on the number of copies to be produced taking into account the number of media representatives at the match. As a minimum, the following persons should be provided with the Media Kit:

- AFC Match Commissioner
- AFC General Coordinator (if appointed)
- AFC Media Officer (if appointed)
- WSG Venue Manager
- WSTV Broadcasting Services Manager
- Local General Coordinator
- Local Media Officer
- Media & Broadcasters & Rights Holders

4.6.5 Responsibility

The AFC Match Commissioner is ultimately responsible for the completion/submission of the Players' Selection List, the Match Starting List, and the Match Summary.

The Hosting Club (Local General Coordinator), assisted by the Team Liaison Officer, is asked to assist the AFC Match Commissioner in the collection of the Players' Selection List from each Club, and in creating, copying, and distributing the Starter List and Match Summary.

Audio/Video Recording of the Matches

- a) The Hosting Club/MA is responsible, at its own cost, to provide one (1) copy of Digital Video Disc (DVD) of match played in its territory to AFC Match Commissioner immediately after the match and send another one (1) copy to AFC on the next day. The Hosting Club/MA shall guarantee the DVD is of good quality and covering entire duration of the match, and deliver the DVDs after the examination and approval of AFC Match Commissioner.
- b) Failure to provide any of provision of Article 50 a) will result in a minimum fine of \$5,000 USD and any further action that AFC Disciplinary Committee may deem necessary, which may include the forfeiture of match subsidies (if any) due to the Hosting Club/MA.

5 MEDIA OPERATIONS

5.1 Cooperating with the Media

5.1.1 Basic Concept

The objective of the match day media operation is to maintain the quality of the match by safeguarding the officials, head coaches, and the players, and to cater to the media's needs in fulfilling their tasks in the best way possible.

Promoting the beauty of football to a great number of people is key, as their support is indispensable to the development of football at club and national levels, and of the ACL and Asian football.

Cooperation of the media is the only way of securing greater exposure for and promoting football. Thus it is absolutely imperative to develop a collaborative relationship with the media and to provide as much information to them as possible.

To this end, whilst ensuring that the match operation will remain uninterrupted, preparations for media operation and media facilities leading up to the match must be made to assure that the media may report on the match in an optimal environment. The ability to maintain this balance between the match operation and the media's requirements is what is requested of the media officer, and it must also be understood that the media officer is the only individual capable of supporting the media's activities.

5.1.2 Procedures Before the Match

The Clubs taking part in the ACL must submit the following information and data on a CD-R by the specified date before each season.

<Information> **Example**

Individual player statistics:

- Full name (including shirt name)
- Date of birth
- Nationality
- Playing position
- Year joined club
- Number of top4st division appearances and goals in the national league concerned
- Total number of ACL matches played and goals scored
- Number of ~~full~~ international A matches played and goals scored
- Honours (such as player of the year, trophies won)

Club details:

- Club history
- Founded
- Stadium name
- Stadium capacity
- Internet address (if available)
- President
- Head coach (full name, date of birth, nationality, career as a player and coach, honours)
- Club Media Officer

Complete list of national fixtures

Complete list of match results (throughout season) including scores, team line-ups and substitutions

<Photographs>

- Individual player photographs
- Team group photographs
- Coach/manager photograph
- Assistant coach photograph
- President photograph
- Home and away team kits
- Stadium (home stadium in the ACL)

5.1.3 Procedures on the Day Before the Match

- Hold a meeting with the Match Commissioner and the Local General Coordinator to obtain information

on any special instructions regarding match operation, and to communicate any media related information relevant to the day before the match and on match day.

- Check media operations with the AFC Media Officer (if appointed) and the Local Media Officer, especially for MD -1 (Pre-match Press Conference & Official Training) and MD.
- Brief the Visiting Club Media Officer about the media operation and media facilities.
- Check that the facilities in the Media Tribune have been set up and are ready for use.
- Check that the facilities in the Media Working Area have been set up and are ready for use.
- Check that the facilities in the Press Conference Room and the Mixed Zone have been set up and are ready for use.
- Check with WSG about the TV operation.
- Check that the access control within the stadium is being conducted according to instructions, and hold a meeting with the Security Officer.
- Check access from the media entrance to the various media facilities to confirm that the route is accompanied by the correct directional signage.
- Check the number of media who will be covering the match on match day, and make the appropriate preparations.
- Perform media operations for the official training session conducted at the match stadium.
- Perform operations for the Press Conference Room and the Mixed Zone on the day before the match.
- Conduct rehearsal for the photographers' operation with the staff.
- Prepare and distribute the media kits for the pre-match press conference and the match.

5.1.4 Procedures on Match Day

Pre-match

- The Club Media Officer of the Hosting Club must be at the stadium at least 4 hours before kick off.
- Conduct rehearsal with the staff regarding photographers' operation before the media and spectators start arriving at the stadium.
- Media Working Area will be open at least 3 hours before kick off.
- Photographers' entrance to the pitch will be open at 2 hours before kick off.
- Contact AFC Match Commissioner, Local General Coordinator and Local Media Officer.
- Check walkie-talkie
- Check that the Media Center is fully operational
- Check all other media installations including seats, access, Mixed Zone, Press Conference Room, TV camera positions, flash interview positions, photographer seats on the pitch etc.
- Check with WSG and Host Broadcaster regarding TV operations.
- Ensure that all media staff are present and fully briefed, including Media Center personnel, technicians, team-sheet distributors, stewards, photo marshals, etc.
- Be informed of other matches taking place the same day(match result etc.).
- The Teams will arrive at the stadium about 90 minutes before kick off.
- Inform Club Media Officer of the Away Club about media arrangement on the match day.
- Distribution of the starting list at 60 minutes before kick off. Must be fast and efficient. The order of priority:1-TV, 2-Radio, 3-Written Press, 4-Photographers.

In the hour before kick off

- Identify and locate flash interviewees for easy contact at the end of the match.
- Ensure that all media are correctly seated.
- Ensure that photographers, ENG crews, and film crews are all correctly positioned on the pitch.
- Ensure that no media enter the field of play during the warm-up.
- Check with the referee regarding remote cameras.
- Approximately 15 minutes before kick off, escort photographers to the centre of the touch line where the teams will line up for team photos.

10 minutes before kick off of the Final

- Ensure the match procedure.
- Ensure that no media approach the field of play.
- Maintain a certain order and discipline among the photographers.
- Organise team photos.
- Ensure that TV cameras and photographers do not obstruct each other.
- Ensure that photographers, ENG crews and other media pass behind the team benches (if this is physically possible) when they return to their assigned work areas before kick off.
- Ensure that photographers do not stop in front of the team benches.
- Ensure that there are no portable cameras in the technical zones.
- THE MATCH MUST START ON TIME.

During the match

- Ensure that all media are correctly positioned.
- Ensure that the Media Tribune is functioning correctly.
- Ensure that the Media Working Area is functioning correctly.

Half-time

- There are no photographers or other media on the field of play. This will require the assistance of volunteers and security personnel stationed at the corners of the pitch.
- Photographers stay behind the goal line until players have exited the field of play to avoid congestion.
- Ensure that the Media Tribune is functioning correctly.
- Ensure that the Media Working Area is functioning correctly.
- Ensure that the press conference and Mixed Zone personnel are ready and briefed.
- Ensure that the flash interviews are properly conducted.

10 minutes before the end of the match

- Ensure that the reporters for the flash interviews are standing by.
- Accompany them to the flash interview positions, from where they must be able to still follow the match.
- Ensure that the Press Conference Room and the Mixed Zone are ready.
- Check with the AFC Match Commissioner/Local General Coordinator regarding the players selected for doping controls.

Full time

- Ensure that no media enter the field of play.
- Ensure that photographers stay behind the goal line until players have exited the field of play to avoid congestion.
- Be sure to receive the name of the Man of the Match.
- Co-ordinate flash interviews.
- Ensure that match reports are distributed to all media zones.
- Inform the head coaches and players to be ready to go to the press conference.
- Conduct the press conference.
- Should remain in the Media Working Area as long as required after the Mixed Zone and other media operations have been completed.

5.2 Media Activities

5.2.1 Club Media Officer

Clubs taking part in the ACL shall appoint a dedicated Club Media Officer to make media arrangements between the Club and the media. The Club Media Officer shall prepare media facilities required at the ACL matches in accordance with the Competition Regulations, and must undertake the media operation

in cooperation with the AFC Media Officer (if appointed) and the Local Media Officer.

The Club Media Officer shall be responsible for the following tasks:

- Take part in ACL seminars and workshops held for participating clubs.
- For home matches, media facilities specified in the Competition Regulations as well as in this manual must be provided within the stadium.
- Must cooperate with and implement the media activities indicated in the Competition Regulations as well as in this manual.
- For home matches, the Club Media Officer must coordinate all media accreditations. Furthermore, for away matches, the Club Media Officer must coordinate all media accreditations. Furthermore, for away matches, the Club Media Officer shall compile a list of media representatives who will be attending the away match, and submit the total number of accreditations necessary to the Club Media Officer of the Hosting Club, AFC, and WSG by 14 days before the match. If more than 14 days are required to obtain visas, the AFC may request that such information be submitted earlier than 14 days before the match.
- For home matches, the Club Media Officer must cooperate with WSG's requests regarding TV operation.
- The Club Media Officer must attend official press conferences, and provide assistance to the AFC Media Officer (if appointed) and the Local Media Officer.
- Before the start of each season, the Club Media Officer must submit detailed information requested by the AFC, which will subsequently be provided to the media or used for promotional purposes.

5.2.2 Local Media Officer

Member Associations taking part in the ACL must appoint a Local Media Officer, who must be a full time staff of the Member Association or the league's governing body, who has 2 years of media operation experience.

In compliance with the ACL Competition Regulations, the Local Media Officer must, in cooperation with the Club Media Officers, supervise and ensure that the media operations at the venues are implemented.

For this purpose, it is important that the Local Media Officer conducts its obligations in cooperation with the AFC Match Commissioners, Local General Coordinators, and Club Media Officers.

5.2.3 AFC Media Officer

The AFC may appoint the AFC Media Officer to high profile matches or matches that pose greater risks. In accordance to the ACL Competition Regulations, the AFC Media Officer shall supervise and implement the media operations at the venues in cooperation with the Local Media Officers and Club Media Officers.

5.2.4 Official Training Sessions

If the Official Training Sessions are to be held at the match stadium, then, in principle, the Official Training Sessions must be opened to the media. Should the Club wish to close its Official Training Session to the media, then it shall open the Official Training Session to the media for at least the first 15 minutes of training. If the Club wishes to hold a closed Official Training Session, the AFC Media Officer (if appointed) and the Local Media Officer shall be responsible for controlling the time and the removal of the media.

If the Official Training is to be held at the match stadium, the areas accessible by the media shall be the same areas available to them on match day, and the access to such areas must be security controlled.

5.2.5 Press Conference

The press conference allows us to make effective use of the limited time to communicate a message simultaneously to the greatest number of media representatives. For the press conferences to yield optimum benefits, the media officers shall have professional knowledge and attitude in preparing for and operating the press conference while taking the requests of the Team and the media into consideration. Clubs taking part in the AFC must make arrangements with the AFC Media Officer (if appointed) and the Local Media Officer to hold press conferences on the day before the match at the venue where the match will be held.

The times for the press conferences shall be determined after taking the time differences between the respective countries and the media deadlines into consideration, and media representative must be able to attend both conferences. If the Official Training Sessions are to be held at the match stadium, it is recommended that these press conferences also be held at the match stadium. The pre match press conferences, which serve to communicate the expectations for the next day's match to the fans, shall be attended by the head coach and one (1) starting player from each club.

The post-match press conferences, which serve to take a look back and analyse the match and match results, shall in principle start after approximately 15 minutes after the final whistle. Nevertheless, the start time of the press conferences shall take into account other activities the Teams partake in (flash interviews, awards ceremony, etc.) and the time required for the media to move from the media tribune to the Press Conference Room.

The post-match press conference shall be attended by the head coach of each club and the recipient of the Abdullah Al Dabal MVP award. The press conference for each Club shall be held separately, and in most cases, the press conference for the Visiting Club or the Team that lost the match is held first. This is because often times, the Visiting Club depart the stadium earlier to make their way home, and the winning teams often require more time at the stadium after the match to receive awards, etc.

The AFC Media Officer (if appointed) or the Local Media Officer shall serve as the conductor of the press conference, however, the Club Media Officer must also (attend the press conference) and help out with the press conference operations.

Interpretation of the coaches and players' language into English during the interview with media and at the press conferences is the responsibility of each participating team. Interpretation into local language will be the responsibility of the hosting club.

The ACL backdrop must be used during the press conference held a day before the match and on matchday.

5.2.6 AFC Official Media Interview

Unless it's the day of the match, all Clubs taking part in the ACL must cooperate with a 10-minute interview featuring the head coach and player(s) to be posted on the Official Website (www.the-afc.com).

This interview will be conducted before 17:30 on the day before the match, and shall, in principle, be conducted at the Team hotel.

If interviews cannot be conducted directly, then the Club Media Officer shall acquire messages from the head coach and the player(s) for use on the Official Website.

5.2.7 Mixed Zone

The head coaches, coaching staff, and all players of both Teams must pass through the Mixed Zone after the match. The interviews conducted in the Mixed Zone differ from the press conference, as it serves to meet the media's needs for individual interviews to the extent possible. The head coaches, coaching staff, and all players of both Teams shall employ its best efforts to meet such requests, however, they are not obligated to speak to the media. (Although the head coaches, coaching staff, and all players of both clubs may respond by saying "No comment," they are obligated to pass through the Mixed Zone.)

The Club Media Officer must direct the head coach, coaching staff, and all players to the Mixed Zone, and shall employ its best efforts in a professional manner, so that the Team responds to the requests of the media as much as possible.

If Official Training sessions are held at the match stadium on the day before the match, it is recommended that Mixed Zone activities will also be conducted in addition to the press conferences.

The TV interviews within the Mixed Zone must be conducted in front of the ACL backdrop.

5.2.8 Flash Interviews

Upon request from the Host Broadcaster or the Rights Holders from the Visiting Club's country, a 90-second flash interview with the head coaches and players shall be conducted in front of the ACL backdrop set up near the players tunnel immediately after the match. Head coaches and players are obligated to take part in the flash interviews when requested. And the Club Media Officer must cooperate to ensure that the flash interviews take place. WSG will receive request for flash interviews from the rightsholding

TV broadcaster(s) and communicate such requests to the Club Media Officer through the AFC Media Officer (if appointed) or the Local Media Officer before the end of the match.

Moreover, there may be requests to conduct flash interviews with the head coaches upon the teams' arrival at the stadium and at half time. Such flash interviews may be conducted for up to 60 seconds in the presence of the AFC Media Officer (if appointed) or the Local Media Officer if the AFC Media Officer (if appointed) and the Local Media Officer approve such flash interviews and if the Club Media Officer and the head coach agree to take part.

Pre-match and half-time flash interviews may only be conducted with the head coaches, and unlike the post-match flash interviews, the head coaches are not obligated to give such flash interviews.

5.2.9 Host Broadcaster and Rights Holder Operation

WSG shall be responsible for the operation of the Host Broadcaster and Rights Holders on the day before the match and on match day.

WSG shall support the match broadcast and reporting activities of the Host Broadcaster and the Rights

Holders, and also protect their rights. WSG shall also distribute accreditations and bibs to the Host Broadcaster and the Rights Holders.

WSG must undertake such tasks, pursuant to sufficient coordination with the AFC Match Commissioner, Local General Coordinator, and the AFC Marketing Officer.

5.2.10 Press Kits

It is recommended that the Club Media Officer distribute English press kits for each match to the media. These press kits shall include the latest players list, head coach and players profiles (date of birth, height/weight, track record and matches played, goals scored, etc.), records at the ACL and league competitions, matches played against the opponent, etc. The press kits may not contain or have any form of advertisement printed on them. If there are any ambush marketing elements included in the press kits, such press kits shall be removed.

5.2.11 Starting Lists and Match Reports

The Club Media Officer must distribute the starting lists (English) to the media at the latest 60 minutes before kick off at the latest in cooperation with the AFC Media Officer (if appointed) and the Local Media Officer. Moreover, after the match, the match reports (English) must be distributed to the media as quickly as possible.

6 SECURITY & ACCREDITATION SYSTEM

6.1 Security

In co-operation with the national security authorities, the Hosting Club must implement a plan to ensure appropriate safety and security for the following person and all Competition participants, at all times, in any place connected with the matches (the stadium and its surroundings, the training grounds, the Visiting Club, the AFC Delegation hotel, etc.):

- All players and officials of the participating Clubs;
- AFC Delegation;
- Media;
- Commercial Partners;
- Fans and spectators.

This security plan must be based on the principles described in "FIFA Safety Guidelines."

To guarantee safety and security in the stadium, the Hosting Club must:

- Cooperate with the public authorities to make sure that there are sufficient police officers and / or private security unit assisted where appropriate by supporting staff, to handle any possible outbreaks of violence or public disorder and to ensure the safety of the general public and the match participants within the stadium, in its surrounding areas and along the routes to and from the stadium;
- Provide access to the stadium and the field of play that guarantees the safe entry and exit of the players and AFC Delegation.
- Protect players and the AFC Delegation against the intrusion of spectators into the playing area;
- Secure the dressing room areas to ensure that no spectators, journalists, media representatives, scouts, or the like are allowed entry.

6.2 Accreditation System

6.2.1 Basic Concept

An accreditation system may be implemented in order to ensure the security for and the consistency of access for all Competition participants.

6.2.2 Teams / AFC officials / Local General Coordinator / Local Media Officer

AFC will issue ADs for the registered Team Delegation, AFC officials, Local General Coordinators and Local Media Officers in order to provide necessary access to the area.

Supplementary Accreditation Device (SAD) shall also be provided to the above and host association and/or club personnel who are involved in match operations, which shall be controlled by the AFC Match Commissioner.

The Local General Coordinator shall ensure the production of the SADs by the host association or host club and to be handed over to the AFC Match Commissioner upon his arrival at the match venue.

6.2.3 Local Staff

The Hosting Member Association together with the Hosting Club shall be responsible for the access control of the stadium for its own staff. The number of ADs for local staff shall be reasonable and recognized by securities.

6.2.4 Media representatives

The Hosting Club shall be responsible for the production of accreditation cards for media representatives, however, the Visiting Club should be responsible to provide well in advance (at least 3-4 weeks before MD) all the necessary information and documents of media representatives from the Visiting Club's country to the Hosting Club. International Media shall be advised through AFC Media Channel that they contact the Hosting Club directly to apply for accreditation cards.

6.2.5 Broadcasting representatives

WSG shall be responsible to provide the required information and documents of Broadcasting representatives (HB & RTVs) well in advance to the Hosting Club while the Hosting Club should produce their accreditation cards.

6.2.6 Accreditation Category, Access Area

The general accreditation categories and the relative access areas are listed below.

Please refer to the following chart and arrange access control according to the specifications of the match

stadium when arranging ADs for local staff.

	Access Areas							
	Official Area	Operation Area	Team Area	Field of Play	VIP Area	Media Area	TV Area	Spectator Area
Personnel	AFC Office; Referee Dressing Rooms	Medical Room; Security HQ; Other Ante Rooms	Dressing Rooms; Warm Up Room	Field of Play	VIP Seats; Hospitality Area	Media Seats; Media Center; Interview Rooms; Mixed Zone	TV Ante Room; Commentary Positions	Concourse; Stands
AFC Delegation; Match Official	○	○	○	○	○	○	○	○
AFC Guest					○			
Team ①/②		○	○	○		○		
Team ③			○					
Operation Staff	○	○	○	○	○	○	○	○
Support Staff ①		○		○	○	○	○	○
Support Staff ②								○
Press						○		○
Photographers						○		○
HB		○		○		○	○	○
RH				○		○	○	○
Security	○	○	○	○	○	○	○	○
Medical	○	○	○	○	○	○	○	○

6.2.7 Bibs Category, Access Area

The Hosting Club will be responsible to distribute and collect the media bibs for photographers and ENG while WSG will be responsible for HB and RTVs. Local Media Officer will take care of bibs for Official Photographer and Team Technical Video Analyst (if requested).

The general category and the relative access areas for the bibs are as follows:

Please refer to the following chart and arrange access control according to the specifications of the match stadium.

	Access Areas							
	Official Area	Operation Area	Team Area	Field of Play	VIP Area	Media Area	TV Area	Spectator Area
Personnel	AFC Office; Referee Dressing Rooms	Medical Room; Security HQ; Other Ante Rooms	Dressing Rooms; Warm Up Room	Field of Play	VIP Seats; Hospitality Area	Media Seats; Media Center; Interview Rooms; Mixed Zone	TV Ante Room; Commentary Positions	Concourse; Stands
Official Camera	○	○	○	○	○	○	○	○
Field Photographers				○		○		
Stand Photographers						○		○
HB		○		○		○	○	○
RH				○		○	○	○
NRH				○		○		○

7 TICKETING

7.1 Ticketing Strategy

The Hosting Club shall draft a ticketing strategy for the spectators by categorizing the sections at the stadium.

7.1.1 Ticket Prices

The prices should be reasonable and the sporting, economic factors shall be taken into consideration when deciding the ticket price. In order to emphasize that the Competition hosts top level matches in Asia, AFC does not recommend free admittance to the stadium (except for children in preschool or younger).

7.1.2 Ticket Categories

Some examples of ticketing categories are listed below:

- Individual match tickets (sales of individual match tickets);
- Multiple match tickets (sales of multiple match tickets);
- Family tickets (parents attending matches with children over a certain age may be allowed admittance by purchasing a single ticket);
- Tickets offered to local schools free of charge or on preferential purchase basis;
- Tickets offered to local municipalities free of charge or preferential purchase basis;
- (The local government may distribute tickets to its citizens free of charge in order to emphasize the municipalities' support of the Competition);
- Tickets offered to Partners free of charge or on preferential purchase basis (the Partners may distribute tickets to their employees and their children);
- Tickets offered to Clubs free of charge or on preferential purchase basis (tickets for the Clubs' VIPs, Partners, or supporters to attend the match);
- Tickets for media;
- Ticket for VIPs and guests.

7.1.3 Added Value

The participating Clubs and Partners are entitled to offer added value such as free commemorative items (T-shirts, caps, etc.) with the purchased tickets.

7.1.4 Ticket Design

AFC/WSG shall provide the ticket design to the Hosting Club. The artwork is uploaded on the FTP site for clubs' use. Hosting Club must ensure that the seat and serial number are printed on the ticket. All tickets must only bear the logo and marks of the Competition, official commercial affiliates, as provided by AFC/WSG to the Hosting Club.

Guidelines for the ticket design:

- ACL Logo;
- Match cards;
- Match date and time;
- Venue details (name of stadium);
- Seating information;
- Ticket price;
- Security feature (anticounterfeit hologram, etc.).

The back of the ticket shall include:

- ACL Logo;
- Official partners;
- Ticketing Terms and Conditions;

Size of artwork provided: landscape (215 mm x 75mm)

- The layout may be modified to fit with the size and specification of the ticket;
- The ACL Logo shall be listed on the ticket stubs. If there are to be two ticket stubs, two logos will be required, one on each stub.

Recommended materials: depends on the printer's production set-up.

7.1.5 Reserved Tickets

Complimentary Tickets

The Hosting Club shall set aside the following number of complimentary tickets for the visiting Club.

- i. 1 VVIP for each of the team's match
- ii. 5 VIP for each of the team's match
- iii. 20 1st Best Category Non-VIP tickets for each match or match day of the Competition

The Hosting Club must provide the complimentary tickets to the AFC to be allocated accordingly no later than two weeks before the match:

1. 50% of the Royal Box for each match (including but not limited to royal boxes, sky or hospitality boxes and suites);
2. 60 VIP tickets for each match or each match day;
3. 490 tickets of the highest category, which are not VIP seats, for each match or match day;
4. 500 tickets of the second highest category, which are not VIP seats, for each match or match day;
5. Maximum of 250 complimentary tickets (ticket number to vary depending on the size of the event) to all official events and admission to the hospitality area within the stadium.

NB:

- "Highest category" means the highest category ticket available in the area adjacent to the VIP area within the main stand or in the back stands;
- All tickets must be provided as adjoining blocks;
- The Hosting Club shall offer AFC/WSG an opportunity to purchase individual match tickets at face value for its own use and for its commercial affiliates.

AFC reserves the rights to request for additional tickets for the Final Match. Should AFC requires additional tickets to the Final Match, it shall do so and notify the Hosting Club.

Purchasable Tickets

The Hosting Club must set aside at least 8% of the sellable net stadium capacity of the match it participate in, to provide an area of its choosing as a dedicated, segregated secure zone for the supporters of the Visiting Club. The Visiting Club must notify the Hosting Club of the number of necessary seats (the ceiling is set at 8% of the sellable net stadium capacity) by the agreed date. The Visiting Club must cover the costs for purchasing such match tickets.

The Visiting Clubs shall have the right to purchase the additional highest category tickets or the second highest category tickets, which shall together amount to no more than 200 tickets total for its VIPs, supporters and sponsors. The price of the tickets offered to the supporters of the Visiting Clubs may not exceed the price paid for tickets of comparable category sold to supporters of the Hosting Club.

The Hosting Club shall offer to WSG, opportunities to purchase individual match tickets at face value for its own use and for its commercial affiliates.

8 COMMERCIAL AND MARKETING

8.1 Delivery A Club Stadium

Clubs must deliver to AFC a clean stadium by 09:00 on MD -2 prior to each match. A clean stadium contains no advertising, stadium sponsorship, web messages, promotional activities, product displays or branded signage in the Control Access Area.

In principle, the Control Access Area includes access route into the stadium and within the stadium, parking areas, hospitality areas, AFC partner seating, the technical zone, media areas and the entire stadium arena.

The Control Access Area will be defined and agreed between each club and AFC/WSG during the site visits. Any decision modifying the arrangements for or within the Control Access Area during the season requires the explicit written approval of AFC.

AFC will only brand those areas which require AFC Champions League dressing. It is the responsibility of the home club to remove or cover all other advertising,

8.2 Promotions In And Around The Stadium

As part of their overall rights, AFC Official Partners have the exclusive opportunity to conduct promotions in and around ACL matches in the areas identified for this purpose. AFC/WSG liaises with AFC Official Partners and contacts clubs in the week prior to a match to discuss any planned promotions. Clubs should not carry out any promotional activities with the third parties in connection with ACL matches.

Clubs provide the AFC Official Partners with a designated space and certain facilities free of charge in conjunction with their exclusive promotional rights.

Utilities: The HAs and HCs shall ensure the provision of the utilities (such as electricity, water and the like) at cost price to WSG and the Commercial Affiliates in order for them to be able to exercise their rights in the Controlled Access Site.

During a season, a number of specific promotions may be conducted by AFC/WSG and AFC Official Partners, subject to AFC approval including:

- Center Circle carriers
- Player escorts
- Referee escorts
- Official match ball carrier
- Additional venue promotions

In certain circumstances, clubs are required to source personnel to take part in activities conducted by AFC/WSG and AFC Official Partners. AFC/WSG will inform the home club in the week prior to a match as to whether additional personnel are required.

Clubs must comply with the following guidelines in relations to the sourcing of personnel to take part in such activities.

- The personnel sourced must be capable of performing the task required and must comply with AFC's instructions.
- It is the club's responsibility to provide a seat for the match for any personnel sourced to take part in an activity.
- Clubs may conduct competitions and/or promotion as to source the required personnel, provided that this is not done in conjunction with any third party and this had been approved by AFC.

Clubs are not permitted to run any promotional activities with club sponsors or commercial partners.

8.3 Non-Commercial Club Activities

Any non-commercial club activities in and around the stadium before, during and after such matches have to be approved by AFC. Any requests must be forwarded directly to AFC five business days before the match day in question.

In accordance with the above principles, clubs may organize pre-match activities in the stadium to entertain the fans. All such activities are subject to the approval of AFC and the following principles must be observed:

- No pre-match activities organized by the club may interfere in any way with official AFC activities, including the playing of the ACL anthem.

- Subject to local health and safety rules, clubs may hand out items such as scarves or flags to their fans but must ensure that such items are not allowed to obstruct the advertising boards or AFC broadcaster cameras. Furthermore, such items must be club-related and must not refer to any third party parties.

- Fan activities showing political ,racist and/or commercial messages are not allowed.

9 COMMUNICATION OF INFORMATION

9.1 From All Participating Clubs to AFC

All participating Clubs must provide the AFC administration with the following information by the deadlines indicated:

9.2 From the Hosting Club to the Visiting Club

In order to facilitate the co-operation between the Clubs concerned the Hosting Club should provide the following information to the Visiting Club:

- if requested, a standard invitation letter, which may be required for visa filings;
- information on any special procedures regarding visas, customs clearance, passport controls, etc.;
- health information (e.g. recommended vaccinations, tap water suitability, etc);
- information on the airport nearest the hotels;
- information on the vehicles, which will transport the teams and their luggage;
- the names and contact details of the various contact persons' of the Hosting Club;
- details of the team hotel;
- information on the hotel room reservations (singles for the officials, twin rooms for the players, equipment and medical room, dining room, separate floor, etc.);
- details on the hotel room rates for any additional delegation member or for extended stay to be settled before departure;
- names of the match stadium;
- names of the training grounds;
- distances (and the time it will take) from the hotel to the airport, stadium, and training ground – ideally a map should be provided;
- match week schedules;
- information on official receptions/events.

A copy of the relevant information shared shall be sent to the AFC administration.

9.3 From the Visiting Club to the Hosting Club

To ensure that appropriate reservations and arrangements will be made, a Visiting Club should provide the Hosting Club with the following information and requests:

- flight details;
- exact number of the member of delegation;
- special requests regarding hotel room categories and number of rooms (singles, doubles, suites, etc.);
- rules regarding the mini-bar, Pay TV, telephone line in the player's rooms, etc.;
- training schedule;
- meeting schedule;
- menu plan and any special dietary requests;
- meal times (including pre-match snacks);
- information on the luggage to be collected at the airport (number of pieces, type of luggage, Approximate weight, etc.);
- whether the team will be traveling with their own cook;

- information on any food/beverages to be brought into the country;
 - information on any special equipment (TV camera, computer equipment, etc.) To be brought into the Country;
 - whether the team will be bringing in its own massage table;
 - requests regarding equipment/services to be provided at the match stadium or training grounds (additional massage tables, tactical board, number of balls, mobile goals, small goals, quantities of water, tea, fruits, etc.);
 - requests for additional vehicles;
 - information as to how the Visiting Club will settle extras costs it incurs, including the expenses of additional delegation members or additional stays;
 - requests regarding fixtures in the dining room.
- A copy of the relevant information shared shall be sent to the AFC administration.

10 AFC CONTACT INFORMATION

10.1 Main Address

AFC Asian Football Confederation
AFC House, Jalan 1/155 B, Bukit Jalil, 57000 Kuala Lumpur, Malaysia
Tel:+603 8994 3388
FAX: +603 8994 2689
www.the-afc.com

President
Shaikh Salman bin Ebrahim Al Khalifa

General Secretary
Dato' Alex Soosay

10.1 ACL Contact Persons

Should you have any queries or advice with regard to the ACL 2014 match operations, please contact the following persons.

Head of AFC Club Competitions

Benjamin Tan
Email: benjamin.tan@the-afc.com

Media& Communications

Shahin Rahmani
Email: shahin.rahmani@the-afc.com

Marketing, Branding & TV Broadcasting

Keitaro Aoki
Email: keitaro.aoki@the-afc.com

Administration

Raizatul Azila (Zie) (Ms)
Email: raizatul.azila@the-afc.com

11 ORGANISATIONAL TEMPLATES

11.1 Check List for the Local General Coordinator

The following checklist offers an overview of the various tasks and duties, which must be performed by the Hosting Club and Local General Coordinator.

11.1.1 Preparatory Phase

Stadium/Training Grounds

- To make sure that the stadium and training grounds are available.
- Supervise any renovation and construction work at the match stadium to ensure that the venue will be ready for match;
- Supervise the preparation and maintenance of the pitch and training grounds;
- Check for any roadwork or other potential problems that may hinder access to the stadium;
- Check to make sure that all goals are in compliance with the Laws of the Game;
- Make sure all training grounds will be ready for team use from the arrival of team until its departure (watering and grass cutting, field markings, goal nets, temporary goals, open and clean dressing rooms, ensure that mineral water will be available).

Protocol

- Prepare a list of local VIPs that may attend the match;
- Prepare seating plan for team officials, VIPs, guests, etc.;
- Define VIP hospitality areas in the stadium and the level of service planned;
- Check to see that the public address system is in working condition;
- Check the anthem;
- Arrange for the necessary numbers of flags;
- Define march-on ceremony for the teams (anthem, players' escort kids, flag bearers, etc.).

Accreditation

- Define the accreditation policy;
- Draft instructions for staff/security/police on all matters concerning to security, accreditation, etc.;

Media

- Prepare media infrastructure;
- Prepare necessary facilities if the match is to be broadcast on TV.

Visiting Club

- Arrange and prepare accommodation;
- Arrange and prepare transportation;
- Arrange and prepare training grounds.

Doping Control

- Refrigerator stocked with beverages (unopened and sealed glass bottles or cans, etc.);

Ball Kids

- Select and instruct 10 - 12 Ball Kids for each match;
- Check uniforms.

Flag Bearers

- Select and instruct 12 flag bearers;
- Check attire.

Signage

- Make sure that there is signage for the key areas in the stadium (dressing rooms, benches, medical room, doping control room, media rooms, VIP facilities, toilets, parking, etc.).

AFC Delegation

- Arrange and prepare accommodation;
- Arrange and prepare transportation;
- Arrange and prepare office facilities and equipment.

11.1.2 One Day Before the Match

Stadium

- If the use of the field for training session is yet unknown, check with the Referee and the AFC Match Commissioner. If it is decided to be used, the AFC Match Commissioner shall inform the respective Club accordingly;
- Check goals (including goal nets);
- Check availability of corner flags
- Check the quality of the pitch (watering, drawing of lines and grass cutting);
- Make sure that the dressing rooms are clean and keys are available to open/lock doors;
- Make sure that the doping control room is equipped with a refrigerator and drinks, and that keys are available to open/lock doors;
- Check to see that the floodlights are functioning, and how much time it takes for the light to start up;
- Check to make sure that there is a sufficient number of flag poles or batons available;
- Make sure that the PA system is functioning;
- Check anthem and announcement scripts;
- Check the scoreboard and stadium clock.

Protocol

- Update VIP list;
- Make sure sufficient staff are available for the hospitality area;
- Check on the preparation of the hospitality areas and make sure food/drinks have been ordered.

Accreditation/Security

- Check on the receipt status of accreditation cards;
- Make sure that the staff/security staff/police are briefed on their tasks, the schedules, and meeting point;
- Check on the accreditation centre.

Commercial Rights

- Make sure advertising boards have been installed correctly.

Media

- Make sure all media facilities are up and running;
- Make sure all broadcasting arrangements for TV coverage have been implemented.

Teams

- Check teams' schedules in co-operation with the Team Liaison Officer.

Referees

- Check referees' schedule in co-operation with the Referee Liaison Officer;
- Check kit, i.e. electronic substitution boards.

Equipment

- Prepare 10 match balls for the referee to measuring the pressure;
- Ensure a ball pump is available in the stadium.

Ball Kids

- Ensure Ball Kids will be present on Match Day;
- Check to ensure that their uniforms are of a neutral color that does not clash with the team colors.

Players' Escort Kids

- Ensure Players' escort kids will be present on Match Day;
- Check attire.

Flag Bearers

- Ensure Flag Bearers will be present on Match Rehearsal (MD-1) and Match Day;
- Check attire.

Signage

- Install signage;
- Briefing staff who will guide the teams, guests, etc.

AFC Delegation

- Check the AFC Match Commissioner's schedule in co-operation with the AFC Match Commissioner Liaison Officer;
- Ensure that the office is up and running with all necessary equipments.

11.1.3 Match Day

Morning

- Check items that were not ready during the previous inspection;
- Check with the ground keeper about the watering schedule (if necessary);
- Check availability of the following at the stadium:
 - 10 match balls;
 - Flags to be flown (AFC);
 - AFC Campaign (60 Minutes) Flag, which will enter the field of play;
 - Warm-up bibs (2 x 7) – in principle this shall be the responsibility of the respective teams;
 - Sufficient beverages for the teams;
 - Massage tables for the teams;
 - Tactical boards for the teams;
 - Signage.

After Arriving at the Stadium

Carry out the necessary briefings and check the following:

- All Match balls available in the referees' dressing room;
- Ball pump is functioning;
- Copy machine and fax are functioning (powered, sufficient paper);
- Seat labels for VIP seating
- Arrival times of the ambulances, fire-fighters, security, Ball Kids, Flag Bearers, and Players' escort kids.
- Stretchers and carriers;
- Flag protocol;
- Advertising board and camera positions (distances to the touch line and goal line, security);
- Installation of the signage;
- Accreditation system;
- Dressing rooms;
- Technical equipment for music and announcements;
- Announcer briefing and provide announcement text;

- Accessibility of the hospitality areas;
- Availability of replacement goals.

Arrival of the AFC Match Commissioner and Referees: On the official countdown (AFCAS) it is mentioned -05h for MC's arrival and -02h for all referees.

- Greetings;
- Inspect pitch;
- Briefing on match arrangements;
- Check on the following with the referees:

balls, time, countdown, number of players allowed in warm-up zone;

- Handover balls to person in charge of the Ball Kids.

(if Ball Kids are also Flag-bearers, handover the necessary flags and balls to person-in-charge)

11.1.4 Potential Problems and Solutions

Below is a list of potential problems that may arise before a match and the respective actions to be taken by the person in charge.

Match is Abandoned or Interrupted

If the match is cancelled by the Referee before the end of normal playing time or during any extra time because due to force majeure or for any other cause (the field is not fit for play, weather conditions, or floodlight malfunction, etc.), the following procedures shall be taken:

- The match will be automatically stopped for 30 minutes with the aim of resolving the situation to such a level fit to restart a match, however, this shall not be the case if the referee determines that the match may be restarted earlier.
- The match may be halted for another 30 minutes at the sole discretion of the Referee, if the Referee determines that the match may be restarted with such an extension in time. If the match may not be restarted after the second 30-minute period, the Referee must declare the match abandoned.
- If the match is abandoned, AFC shall, within two hours after the Referee's decision to abandon the match, consider, from both the sport and organisational aspect, and come to a decision about the validity of the match results upon abandonment of the match or the reorganisation of the match. The disciplinary action resulting from the match that has been cancelled shall remain in force.

Cancellation of the Match

If the match is unable to start on time due to force majeure or for any other cause (the field is not fit for play, weather conditions, or floodlight malfunction, etc.), the following procedures shall be taken:

- The kick off of the match shall be delayed for 30 minutes, after which a decision shall be made as to whether the match shall be postponed, however, this shall not be the case if Referee determines that the match may be started earlier.
- The kick off may be delayed for another 30 minutes at the sole discretion of the Referee, if the Referee determines that the match may be started with such an extension in time. If the match may not be started after the second 30-minute period, the referee must declare the match cancelled.
- If the match is cancelled, AFC shall, within two hours after the referee's decision to cancel the match, consider, from both the sport and organisational aspect, and come to a decision about the whether the match shall be postponed or other remedies or decisions may be necessary to proceed with the Competition. The disciplinary action resulting from the match that has been cancelled shall remain in force.
- The Hosting Club is responsible for ensuring that any other problems that may affect the match are avoided (goal dimensions, pitch security issues, kit issues, etc.).
- The Hosting Club shall notify the spectators and Clubs of the decision made.

Teams or Referees' Late Arrival

- Even in this case, the first priority is for the match to take place.
- The Hosting Club must find a solution together with the AFC Match Commissioner, the Visiting Club, and the Referees (i.e. delaying kick-off).
- The AFC Match Commissioner and Referee shall prepare a resolution, which must be signed by both Clubs. Such resolution should include a provision expressly stating that any protests after final whistle of the match will not be accepted.
- The Hosting Club shall notify the spectators of the decision made.

Incorrect Playing Kit

- Even in the case where one or both of the Club teams bring the incorrect playing kit, the first priority is for the match to take place.
- The AFC Match Commissioner shall check to see if such team(s) have replacement kits that may be

used. If not, a team official of such team(s) shall bring the correct kit to the stadium. The Hosting Club shall be responsible for arranging transport for this purpose.

- If this causes a delay in kick off, the Hosting Club shall notify the spectators, and announce any decisions made.
- Depending on the seriousness, cases can be brought to AFC Disciplinary Committee.

Setting Up Advertising Boards

- Together with the AFC Match Commissioner and the WSG Venue Manager, make sure all boards have been placed around the playing field, observing the correct distances from the pitch. If the advertising boards are too close to the pitch, immediately make arrangements to have them moved backwards.

Team Positions/Define Areas/Protocol

- In principle, the Hosting Club shall be on the left bench, and the Visiting Club on the right bench, when looking at the pitch from the main stand.
- When looking at the pitch from the main stand, the Hosting Club shall line up on the left side of the referees and the Visiting Club on their right side. Make sure teams are correctly lined up in the tunnel to avoid crossover when coming onto pitch.
- The Hosting Club to take the team dressing room on the left side.
- The Hosting Club to decide the warm-up area of the teams with the AFC Match Commissioner and the referees (normally behind the goal nearest the team's bench).
- The number of persons that may be seated on the team bench is at maximum 7 substitute players and 11 team officials.
- A maximum of 6 players and 2 officials may use the warm up area at one time during the match.
- If a team is not satisfied with their bench position (i.e. too much sunlight, etc.), the players may be seated elsewhere on condition that both Clubs, AFC Match Commissioner, and the referees agree.
- The media is not allowed on the pitch at any time (except for handheld cameras of the Host Broadcaster and AFC official photographer during line-up).
- The media is not allowed in the dressing room area at any time.
- Interviews of players, substitutes or officials may not be conducted during the match.
- Photographers may approach the touchline during the line-up. During the match, they must be positioned according to the Media Officer's instructions (normally behind the goals).

Distribution of Starting List

- The Hosting Club must distribute copies of the Starting List to the following parties:
Both Clubs (8 copies each), referees (4), the AFC Delegation, main members of the Host Organisation, announcers, VIPs.
- The Local Media Officer must distribute copies of the Starting List to the media.
- The AFC Marketing Officer or WSG BSM must distribute copies of the Starting List to the Host Broadcaster.

Pre-match Ceremony

- In general, no ceremonies may take place during the warm-up on the pitch (excluding ceremonies that have received AFC's prior approval).
- No ceremonies shall disrupt the warm-up or delay the kick off.

On Time Kick Off

- The Hosting Club must ensure that the match kicks off on time. Together with the AFC Match Commissioner, the Hosting Club shall calculate the time required to walk from the dressing rooms to the pitch, and adjust the departure time of the players from the dressing rooms before the match and after half time accordingly.
- The Hosting Club shall assist the referees in call out both Clubs on time.
- The clocks should be adjusted according to the satellite time informed either by the AFC Marketing Officer or WSG Broadcast Service Manager and synchronized with the AFC Match Commissioner and LGC's watch. Both Clubs shall be informed of the official time upon arrival.

Camera Positions

- Together with the AFC Match Commissioner, Local Media Officer and the WSTV Broadcasting Services Manager, the Hosting Club shall check the camera positions on the playing field.
- The cameras shall not pose any safety risks to the players;
- The cameras may not obstruct the view of the field of play from the substitution and fourth official benches.
- The advertising boards must remain clearly visible at all times.

11.2 Countdown

Please refer to 4.4 of this Manual.

11.3 Stadium Announcements

(please obtain the updated announcement scripts from AFC)

11.3.1 Before the Match

2 Hours, 1 Hour, and 30 Minutes before Kick Off

In the interests of spectator safety; please pay attention to the following announcements. Should evacuation of this venue, [Stadium name] be required, please do not panic. All persons must immediately proceed to the nearest sector exit. To assist in the evacuation process, emergency exit signs are positioned around the stadium. Yellow lines and emergency evacuation staff will also guide you out of the stadium. Should you require special assistance in the instance that an evacuation may occur, please identify yourselves to our security staff now.

Spectators should assemble in the waiting areas outside the stadium shown now on the stadium screen and wait here until the relevant authorities have informed you that it is safe to re-enter [Stadium name].

Please follow the directions of the police and evacuation team at all times. This message is in the best interests of not only your safety, but also those around you. Enjoy the game!

[ACL Promo, Sponsors TVC, 3D animation]

45 Minutes before Kick Off (Welcome Fans)

Devoted Fans and Supporters, welcome to Stadium, City, Country for today's opening match of the AFC Champions League 2014 between Away Team (Team B), from Country and Home Team (Team A) from Country.

[ACL Promo, Sponsors TVC, 3D animation]

30 Minutes before Kick Off (Event Identity Intro)

Devoted Fans and Supporters,

You are all here for this exciting event to celebrate the AFC Champions League 2014.

The AFC Champions League is all about three things; PRIDE, PASSION and PRESTIGE.

The PRIDE of these two great teams to be playing in the Round of the AFC Champions League 2014.

The PRIDE of the fans that have come from all over Asia to support their team as they battle it out for the reputation of being the best Club in Asia.

Without PRIDE, you could not have PASSION.

It is the PASSION of the Asian Football Confederation to ensure that this Competition brings what you as a fan need from your football.

And as an added incentive the prize money has been increased to US\$1.5 million for the winners and US\$750,000 for the runners-up.

We thank you all for coming today and encourage you to come and support your team at every stage of the competition.

[ACL Promo, Sponsors TVC, 3D animation]

18 Minutes before Kick Off (Introduce Both Teams and Match Officials)

Ladies and Gentlemen,

Welcome to [Stadium name], [name] for today's match of the AFC Champions League 2014 []between [Home team name] and [Away team name]

Here are the team line-ups:

For (Home team name)

[Logo Loop]

Number, (name according to the starting list) etc

The substitutes are:

Number, (name according to the starting list) etc.

The coach is (name according to the starting list)

Repeat the same procedure for (Away team)

The referee for this match is (name according to the starting list) from (country)

The assistant referees are (name according to the starting list) from (country)

and (name according to the starting list) from (country)

The fourth official is (name according to the starting list) from (country)

7 Minutes before Kick Off (Players Enter the Pitch)

Let's welcome the teams of (Away team name) and (Home team name)

<<AFC Champions League Anthem starts immediately >>

Hand-shake Ceremony (to be advised by AFC)

Ladies & Gentlemen, we have the pleasure to invite Mr..... (name),(designation) from..... (country/organization) accompanied by Mr..... (name),(designation) from.....(country/organization) to be introduced to the players and officials of the teams.

11.3.2 During the Match

Goal scorers (number, name, and minutes)

[5" Goal Animation]

Goal for (team) by player number (name)

Own goals (the player shall not be mentioned)

Own goal by the team of (name of the team)

Substitutes (announced only when players cross the touch line)

Substitution for (name of the team). Player number (name)..... Replaced by number (name)

Added time (announced only when referee holds up substitution board when at touch line)

There will minutes of added time.

[At the end of the match, the announcer may give details of the next match to be played in the stadium (date, time, teams)

11.3.3 At Half-Time

Ladies and Gentlemen, the half time score is (Home team) (Away team).....

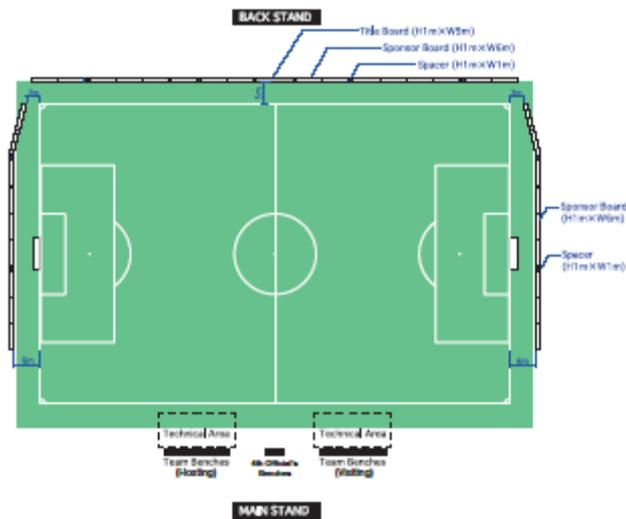
[ACL Promo, Sponsors TVC, 3D animation]

11.3.4 After the Match

Ladies and Gentlemen, the final score is (Home team) (Away team).....

At the end of the match, the announcer may give details of the next match to be played in the stadium (date, time, teams).

11.4 Stadium Board Configuration Plan



12. BRAND IDENTITY

12.1 Branding Concept and Implementation (Venue Dressing)

Please refer to the AFC Champions League Brand Manual

Brand Manual cover page – image file *2-3 photos*

12.2 ACL Trophy

AFC Champions League has revealed the new shape of ACL Trophy from 2009 season.



12.3 ACL Logo and Final Logo

The new AFC Champions League Logo has been launched in Japan in 2008 and it has enjoyed significant attention from football fans and media. The logo signifies the dynamics and youth of Asian Football and it will be interesting to observe how it will be evolved in the future.



12.43D Animation

By introducing the animation element, AFC Champions League is expected to have a personality which will be recognised by football fans and media.

12.5 ACL Anthem

From 2009, the AFC Champions League introduced ACL Anthem which is played at stadium upon players' entrance into the pitch.