



ASIFI ARENA  
Intersection of Law, Sports,  
and Entertainment

May 31 – June 1, 2016  
Sheraton Hotel

## GENERAL PROGRAM

### Saturday, May 30, 2026

#### Executive Committee Meeting – National Delegates

4:00 – 6:00 PM

GRAND HALL 2 – 1ST FLOOR – *BUSINESS CASUAL*

#### Wine Tasting

6:30 PM

UVA TIERRA BISTRO – *BUSINESS CASUAL*

(4-minute drive from Sheraton Hotel)

### Sunday, May 31, 2026

#### Board of Directors

9:00 AM – 12:00 PM

GRAND HALL 2 – 1ST FLOOR – *BUSINESS CASUAL*

#### Exclusive Lunch for members of the Board of Directors, Working Committees, Commissions, Working Groups and Programs

12:30 – 2:00 PM

GRAND HALL 3 – 1ST FLOOR – *BUSINESS CASUAL*

#### Meeting of Committees, Programs, Commissions and Working Groups

2:00 – 4:00 PM

GRAND HALL 2 – 1ST FLOOR – *BUSINESS CASUAL*

#### First-Time Attendees Meeting

4:00 – 5:15 PM

PARAGUAY – 3RD FLOOR – *BUSINESS CASUAL*

#### ASIFI Young Meeting

5:30 – 7:00 PM

PARAGUAY – 3RD FLOOR – *BUSINESS CASUAL*

#### Welcome Cocktail

8:00 – 11:00 PM

SOUTH AMERICAN FOOTBALL CONFEDERATION (CONMEBOL) – *BUSINESS CASUAL*

(Bus departure from Sheraton Hotel: 7:30 PM)

### Monday, June 1, 2026

#### Running – Walking Tour

7:00 – 8:00 AM

PARQUE ÑU GUAZÚ – *SPORT*  
(Punctual bus departure from Sheraton Hotel: 6:30 AM)

**Opening Ceremony**

9:15 – 10:00 AM

GRAND HALL – 1ST FLOOR – *BUSINESS CASUAL*

**Broadcasting Rights Architecture for the World Cup, CONMEBOL Libertadores, CONMEBOL Sudamericana, CONMEBOL Copa América: ownership, licenses and sublicenses**

10:00 – 11:00 AM

GRAND HALL – 1ST FLOOR – *BUSINESS CASUAL*

**Coffee Break**

11:00 – 11:30 AM

GRAND HALL – 1ST FLOOR – *BUSINESS CASUAL*

**Ambush Marketing at Sporting Events: Limits, Penalties and Asset Protection**

11:30 AM – 12:30 PM

GRAND HALL – 1ST FLOOR – *BUSINESS CASUAL*

**Lunch**

12:30 – 1:30 PM

GRAND HALL 3 – 1ST FLOOR – *BUSINESS CASUAL*

**Anti-Piracy and Real-Time Enforcement: Streaming, IPTV and Social Clips**

1:30 – 2:30 PM

GRAND HALL – 1ST FLOOR – *BUSINESS CASUAL*

**Rights and Governance: Clubs, Federations and Confederations**

2:30 – 3:30 PM

GRAND HALL – 1ST FLOOR – *BUSINESS CASUAL*

**Coffee Break**

3:30 – 4:00 PM

GRAND HALL – 1ST FLOOR – *BUSINESS CASUAL*

**Law Firm Cocktail**

7:30 PM – 1:00 AM

LA CUEVA DE PUERTO LIEBIG – *CASUAL*

(Bus departure from Sheraton Hotel: 7:00 PM)

(Return buses: 10:00 PM, 11:30 PM and 1:00 AM)

**Tuesday, June 2, 2026**

**Yoga**

7:00 – 8:00 AM

ROOFTOP – SHERATON HOTEL – *SPORT*

**IP Protection at Major Sporting Events: The Role of National Offices**

9:30 – 10:30 AM

GRAND HALL – 1ST FLOOR – *BUSINESS CASUAL*

**Coffee Break**

10:30 – 11:00 AM

GRAND HALL – 1ST FLOOR – *BUSINESS CASUAL*

**NIL (Name, Image and Likeness) in NCAA: Lessons for Latin America**

11:00 AM – 12:00 PM

GRAND HALL – 1ST FLOOR – *BUSINESS CASUAL*

**IP Regulation in Sports Betting: Trademarks, Data Feeds and Responsible Advertising**

12:00 – 1:00 PM

GRAND HALL – 1ST FLOOR – *BUSINESS CASUAL*

**Lunch**

1:00 – 2:00 PM

GRAND HALL 3 – 1ST FLOOR – *BUSINESS CASUAL*

**The Protection of Industrial Designs as a Competitive Strategy in the Sports Industry: From Footwear to High-Performance Equipment**

2:00 – 3:00 PM

GRAND HALL – 1ST FLOOR – *BUSINESS CASUAL*

**Donation Handover to Fe y Alegría**

3:00 – 3:30 PM

GRAND HALL – 1ST FLOOR – *BUSINESS CASUAL*

**Closing**

3:30 – 3:45 PM

GRAND HALL – 1ST FLOOR – *BUSINESS CASUAL*

**Coffee Break**

3:45 – 4:15 PM

GRAND HALL – 1ST FLOOR – *BUSINESS CASUAL*

**After**

5:30 – 7:30 PM

ROOFTOP HOTEL SHERATON ASUNCIÓN – *INFORMAL*

(Wear your favorite sports team jersey)