



IBU RULES FOR ADVERTISING from 2010/2011 foreward

A. FUNDAMENTAL PRINCIPLES

A.1. Legal Basis

The legal basis of the IBU Rules for Advertising is Art. 4 of Annex A of the IBU Event and Competition Rules. The application of the rules is dictated by the regulations set by the IBU Executive Board.

A.2. Temporal Scope of Application

The standard specifications for printed documents, websites, logos/emblems, trademarks and official event names must also be observed in advance publications/announcements regarding the respective IBU event. All other rules will apply from the first official training at the latest, until and including the awards ceremony following the final competition or including the closing ceremony if applicable.

A.3. Geographical Scope of Application

These IBU Rules for Advertising will apply throughout the entire competition facility area (stadium and course in particular) including the airspace above and related competition and press buildings, unless stated otherwise in the following.

A.4. Copyright

The IBU is the owner of such trademarks as:

- IBU
- IBU International Biathlon Union
- biathlonworld

The use of these trademarks is solely permitted as stipulated in these Rules for Advertising or as by other written agreement.



IBU INTERNATIONAL BIATHLON UNION

biathlonworld

A.5. IBU Sponsor logo

The sample sponsor logo specifies the position of exploitable advertising space. Two or more sponsors may be shown in one advertising space provided all other requirements are fulfilled.

SPONSOR

B. DEFINITIONS / GENERAL SPECIFICATIONS

B.1. Exclusivity and Advertising Space

Sponsors may have an exclusive industry right as stipulated in the provisions below. For information on the exclusive industries of the IBU sponsors, please contact the IBU headquarters. Such exclusivity does not encompass advertising space and/or advertising media as defined in provisions G 3-17 below.

B.2. IBU Contract Partners

"IBU contract partners" refers to Infront Austria GmbH (advertising partner) and the EBU (TV partner and/or host broadcaster).

B.3. IBU Timing and/or Data Partner

The term "IBU timing and/or data partner" refers to businesses that may provide data- and/or timing-related products and/or services as part of IBU events. Only such businesses may commercially use the TV insert, intended for suitable advertising, upon authorisation.

B.4. IBU Supplying Partner

The term "IBU Supplying Partner" encompasses enterprises that are contractually obligated to provide goods and/or services of a certain value per season without charge, either to the IBU itself or to IBU members (e.g. athletes, teams or organizers). They are categorized as gold, silver or bronze supplying partners depending on the value of the support they provide.

B.5. Manufacturer's Logo

The term "manufacturer" (producer) refers to businesses that have such a great part in the manufacture of a product used at an IBU biathlon event that they would have to be considered the manufacturer of the product concerned when applying the rules of origin in their general sense effective within the European Economic Area.

B.6. Service Partners

The term "IBU service partner" refers to enterprises that provide, on a contractual basis, centralized services to the IBU and the national federations or organizing committees (e.g. SIWIDATA).

B.7. Commercial Trademarks

The term "commercial trademark" refers to pictorial and/or word-based insignias (logotypes, pictorial logos or a combination of both) of duly registered firms that generate particularly high financial support for the sport of biathlon via the IBU to support and promote the constitutional aims of the IBU, therefore receiving services in return to support their own marketing objectives.

B.8. Service personnel

The term "service personnel" refers to teams' service staff and to service providers.

B.9 Host venue

The following information is permitted to be stated as „host venue“: the name of the event venue, the administrative and/or tourism region in which the venue is located, and/or the country in which the venue is located, each depicted as a logotype with a pictorial logo, or a graphic depiction.

All three terms may be shown at once on print material; however only two of them may be shown concurrently on the start and finish posts, and on any other spaces intended to feature such marketing according to the IBU Rules for Advertising.

C. IMPLEMENTATION CHECK BY THE IBU

The IBU and its advertising partners will make sure that the specifications for advertising material designated in the IBU Rules for Advertising are provided in time before an event, and that the advertising areas and advertising material are checked immediately before the beginning of an IBU event. The appropriate on-site IBU staff member is responsible for having prohibited advertising media or advertising means removed before the beginning of the event and for them not being erected again during the event. He/she must where possible coordinate with the host broadcaster (EBU) and/or the advertising partner (Infront). If no agreement can be reached, the IBU will decide with equitable discretion, considering and interpreting these Rules for Advertising appropriately.

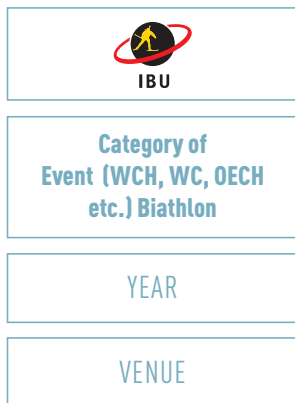
D. OFFICIAL EVENT NAME, TITLE SPONSORS AND PRESENTING SPONSORS

D.1. General ●■▲◆

Guidelines and templates are available to the organizers regarding the official event name and printed materials for IBU WCH and IBU WCs. They are to be obtained from the IBU headquarters.

The title of the event and the venue is to be written in Latin letters and in English. In general all names of IBU events are to use the following formula:

IBU + Event Category (WCH, WC, OECH etc.) Biathlon + Year + Venue



D. 2. Title Sponsor of IBU World Cups Biathlon ●■▲◆

As part of the title of the IBU World Cup Biathlon, the name (and/or the logo) of an IBU sponsors may be used (title sponsor). In this regard the IBU sponsor's name (and/or logo) is to be integrated in the official title of the World Cup as follows:

Title Sponsor + IBU World Cup Biathlon + Year + Venue

Furthermore, no title sponsoring is permitted at any official IBU Championships, i.e. IBU winter and summer World Championships, IBU Y/JWCH or IBU OECH.



D. 3. Presenting Sponsors ●■▲◆

The name (and/or the logo) of a sponsor is permitted to be used as presenting sponsor at all IBU events using the following formula:

IBU + Category of Event (WCH, WC, OECH etc.) Biathlon + Year + Venue + “presented by presenting sponsor”



D. 4. Use of competition names, trademarks and logos ●■▲◆

The use of competition names, trademarks, logos and emblems of the IBU and of its contract partners, sponsors or of any other event-specific partners is solely permitted as provided for in these Rules for Advertising. Any other use of the aforementioned, and any sub-licensing is prohibited without the prior written permission of the rights holders concerned.

Each IBU title sponsor and each IBU presenting sponsor may call itself sponsor of the respective sponsored IBU event for the purpose of business correspondence, and depict in that context the appropriate IBU logo (World Championships logo and/or World Cup logo), observing any applicable contractual restrictions. Logos and printing specifications will be forwarded by the IBU advertising partner to the organizing committees concerned three months before the start of the event.

E. WEBSITES

E.1. IBU Website ●■▲◆

A table of sponsors designed by the IBU will be provided on the IBU website featuring the logos of the IBU sponsors and the IBU partners (supplying partners and contract partners). As a general rule, the appearance of the table of sponsors will remain unchanged between 1 July and 30 June of the following year.

E.2. Website des Veranstalters ●■▲◆

The respective OC will present the logos of the IBU sponsors on the official websites of the World Championships and the World Cups for the duration of the event (7 days in total at World Cups, and 14 days at World Championships) under the heading "sponsors". The logos will be hyper-linked with the sponsors' company websites. All further advertising rights will remain with the respective OC until further notice, in due consideration of the IBU sponsors' exclusive industry rights.

F. PRINT MATERIAL

F.1. World Cups and Winter World Championships ●▲◆▼

The IBU will provide a uniform template for the layouts of the header and footer of all printed materials relating to the IBU Winter World Championships and the IBU World Cups. The layout will contain both the name of the event and all logos and trademarks of the IBU and the event-specific sponsors that are to be included. As a general rule this layout must be used in all printed materials provided it is technically printable. **Any necessary deviations from the requirements stipulated below require the prior approval of the IBU.**

The layout is mandatory on the following print material:

- Posters
- Official programme folder
- Results Booklets
- Announcement/Invitation
- Accreditation passes
- Flyers
- Results lists

The layout may be used on the following print material:

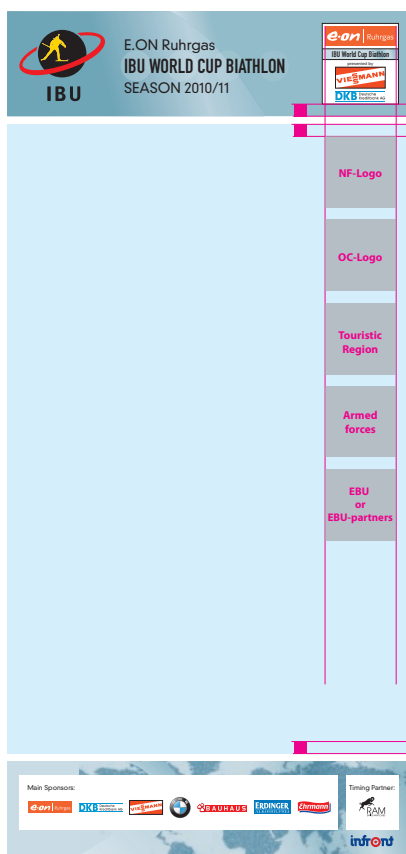
- VIP invitations
- VIP vouchers
- Writing paper
- Parking vouchers
- Entry tickets

Die übrigen Vorgaben sind bei der IBU Geschäftsstelle vor

All other requirements are to be obtained from the IBU headquarters prior to printing any printed materials. The drafts of all printed materials must be presented to both the IBU headquarters and the IBU advertising partner for approval at least 7 days before printing.

F.2. Other IBU Events ●▲◆

In printed materials for all other IBU events, the standardized title of the event must use the standardized form stipulated above. In addition, the header of all printed materials must feature the IBU logo before the event name. The logo is available from the IBU website or can be obtained from the IBU headquarters. The use of any event logo requires the prior agreement of the IBU.



G. ADVERTISING SPACE ON ATHLETES, TEAM STAFF, SERVICE PERSONNEL AND PHOTOGRAPHERS

G.1. General ●■▲◆

The size of a commercial trademark (name, written logo, graphic symbol) is the surface area within a line that follows the actual contour of the integrated symbol. If the trademark is part of a surface that contrasts in colour, the total area of the contrasting colour is the decisive one. The size of symbols on items of clothing is measured by placing the item of clothing on a flat surface, such as a table.

Apart from the advertising space on the start numbers (including thigh and training numbers) and apart from any further restrictions arising from these Rules for Advertising, the responsibility for marketing advertising space on athletes lies with the athletes' respective national federations.

G.2. Start Numbers, Thigh Numbers and Training Numbers at WCH and WC ●■▲◆

Please refer to Annex A of the IBU Event and Competition Rules for the regulations on the sizes of start numbers. As a general rule, black numbers must be placed on a white background in conformity with the dimensions shown in the illustration. Exemptions from this general rule may be permitted by the IBU provided the visibility of the start numbers is not compromised.

In regard to the dimensions of start numbers, please consult Annex A to the IBU Event and Competition Rules. In general, the venue may be shown on all start numbers in all competitions underneath the printed start number figure and on the right hand strap of the bib in letters not higher than 8 cm; the organizing committee's symbol may also be used if desired. In any case, no change may be made to the design – including the colours – preventing the clear and unambiguous identification of the start number, especially on TV camera. Any changes including colour changes require prior written approval of the IBU headquarters.

G.2.a. Start Numbers (non-World Cup Leader) ●■▲◆

Front (chest) start number min. 12 cm in height, side start numbers min. 6 cm in height – as per the above rule. Back numbers must have the same design as the chest number in reverse (mirror) image. For sizes and surface areas, see illustration.

The IBU title and/or title of one or both IBU presenting sponsors is to be shown with a total area of 50 cm² on the left strap of all start numbers in all competitions; the IBU title and/or one or both IBU presenting sponsors are

to be shown on the left- and on the right-hand side of all start numbers at all competitions with an area of 50 cm² each; on all start numbers at all competitions in a surface height of 8 cm maximum, with a maximum letter height of 6 cm. (Illustration)

As a general rule the full surface is not intended to be covered with the start number sponsor's chosen colour. The full surface may only be covered in a colour in exceptional cases if that complete colouring does not impede the technical visibility of the start numbers; such colouring must be approved in advance by the IBU. Colouring in any shade of yellow or red is prohibited without exemption. The mandatory letter heights remain unaffected in all cases.



G. ADVERTISING SPACE ON ATHLETES, TEAM STAFF, SERVICE PERSONNEL AND PHOTOGRAPHERS

G.2.b. Start Numbers of World Cup Discipline Leaders and Overall Leaders ■ ▲ ◆

WC leaders (total) **(yellow start number)**: in all competitions the IBU title sponsor may be shown at the top and on the left- and right-hand side respectively of the start numbers of the WC leaders (total) (yellow start number), or the IBU title and/or one or both IBU presenting sponsors may be shown at the bottom. The IBU logo is to be shown beside the number.

WC discipline leaders **(red start numbers)**: the IBU title sponsor may be shown at the respective competitions at the top and on the left- and right-hand side of the start numbers of the WC discipline leaders (red start numbers), or the IBU title sponsor and/or an IBU presenting sponsor at the bottom. The IBU logo is to be shown beside the number.

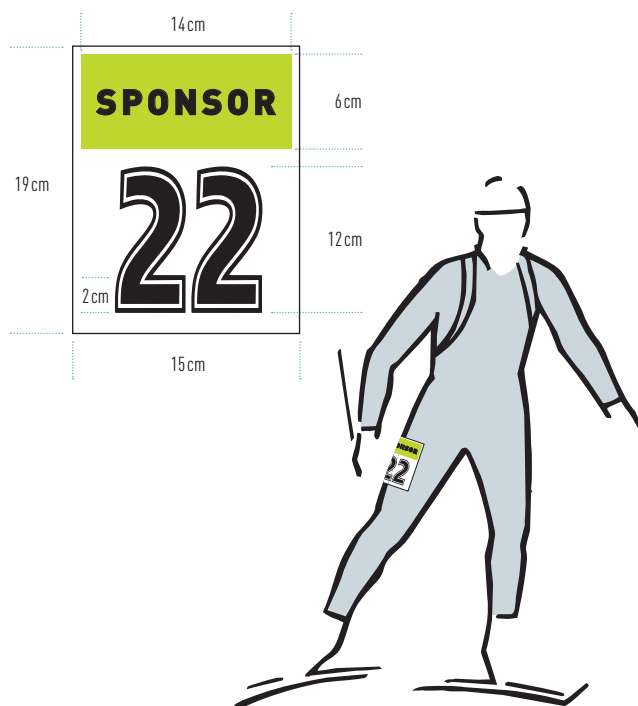
WC leaders (total) **(red/ yellow start number)**: the IBU title sponsor may be shown above and on the left- and right-hand side of the start numbers of the WC leaders (total) who are concurrent leaders of the respective dis-

cipline (red/yellow start number), or the IBU title sponsor and/or one or both IBU presenting sponsors beneath. The IBU logo is to be shown beside the number.

WC leaders (total): the event location may be featured in the form of a written logo on the start numbers of the WC leaders (total) and of the discipline leaders on the right strap.

G.2.c. Thigh numbers ■

Thigh numbers must be of the dimensions 84 cm² at all IBU competitions, with a set height of 12 cm and set number thickness of 2 cm (please see Annex A of the IBU Event and Competition Rules). The background may be coloured in a sponsor's chosen colour if the figure and the background contrast sufficiently. The numbers must be made of waterproof and, in the case of skiing suits, self-adhesive material.



G. ADVERTISING SPACE ON ATHLETES, TEAM STAFF, SERVICE PERSONNEL AND PHOTOGRAPHERS

G.2.d. Training numbers for athletes ■

The colours and design of the training numbers are set yearly by the IBU as per Annex A of the IBU Event and Competition Rules.

Illustration:

- number: letter height 5 cm
- sponsor bar max. 9 cm in height, letter height 7 cm
- Title: letter height min. 9 cm
- Season: letter height 5 cm
- Print of event name in the border (height 4 cm)



G.2.e. Bibs for team staff members, service personnel and photographers ■

The colours and design of the bibs for team staff members and photographers are set by the IBU in consultation with its advertising partner; there must be a guaranteed, clear delineation between the bibs and occupation-specific design (see art. 5.1.2 Annex A of the IBU Event and Competition Rules).

Illustration:

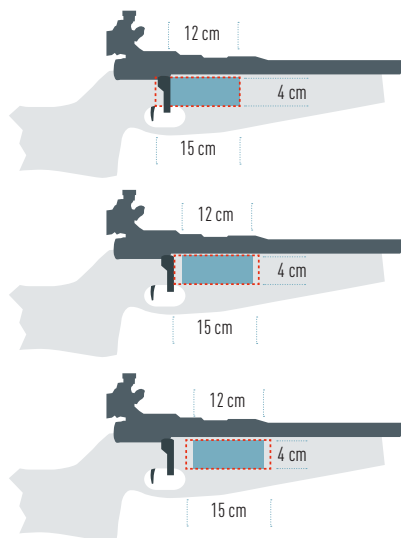
- number: letter height 6 cm
- sponsor bar max. 13 cm in height, letter height 10 cm
- Title: letter height min. 10 cm
- Season: letter height 6 cm
- Print of event name in the border (height 4 cm)



G. ADVERTISING SPACE ON ATHLETES, TEAM STAFF, SERVICE PERSONNEL AND PHOTOGRAPHERS

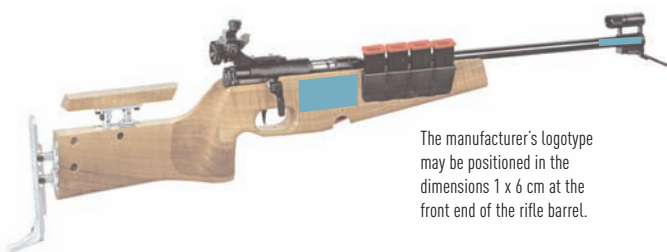
G.3. Advertising Space on Rifles ■ ▲

A double-sided IBU rifle inspection sticker (name/logo of an IBU sponsor) must be stuck on all athletes' rifle stocks, each in the size of 12 x 4 cm. This rifle inspection sticker is to be placed on the 15 x 4 cm large, even surface in such a way that it is not covered or cut off in any place. A free space of 1 cm is to be left on all sides of the rifle inspection sticker in which no other logo may be placed, nor any other symbol or sticker.



In addition a maximum of 3 (three) logos or trademarks (pictorial trademark, word-based insignia or logotype) of national federation sponsors may be shown, and these must be clearly different from the background colour. Their dimensions may not exceed 2 x 50 cm² (2 logos) and 1 x 25 cm² (1 logo). The design and the graphic appearance of the rifle may in no way, shape or form depict or imitate logos or logotypes of any sponsors, manufacturers or products. Exceptions for left-handed shooters require the prior approval of the IBU. The manufacturer's logotype may be positioned in the dimensions 1 x 6 cm at the front end of the rifle barrel.

Free Placement: 2 x 50 cm² and 1 x 25 cm²

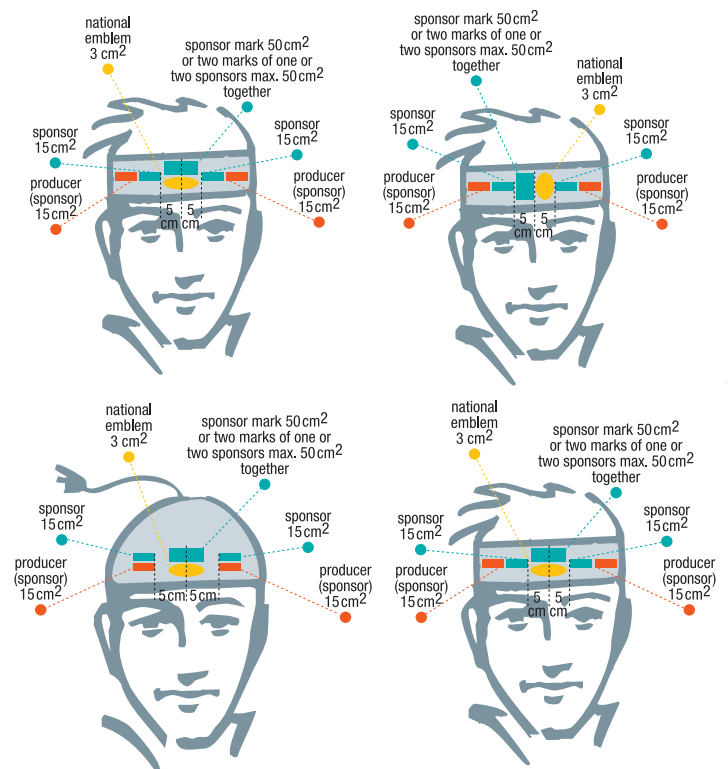


The manufacturer's logotype may be positioned in the dimensions 1 x 6 cm at the front end of the rifle barrel.

Any superstructural parts not required for technical sporting reasons for proper rifle functioning are not permitted.

G.4. Hats, Headbands, Helmets ▲

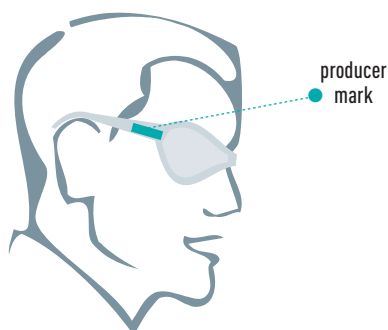
Athletes' hats, headbands or helmets may feature two commercial logos or trademarks on the sides: that of the manufacturer and one national federation sponsor, or two national federation sponsors; none of them may be larger than 15 cm² and only one per hat side is permitted. The actual vertical positioning (on headbands, adjacent horizontal positioning) is at the discretion of the national federations. However the hat, headband or helmet must show the national team emblem, national flag or name of the country of the federation concerned on the front (forehead) side. The minimum distance between the advertising spaces and the national team emblem/national flag/name of country must be at least 5 cm, measured from the centre of the emblem. The latter must have a size of at least 3 cm² and be designed in such a way that the letters or logo are at least 1 cm in height. If athletes wear a helmet, hat or headband in combination, the advertising may be placed only on one – either hat, headband or helmet.



G. ADVERTISING SPACE ON ATHLETES, TEAM STAFF, SERVICE PERSONNEL AND PHOTOGRAPHERS

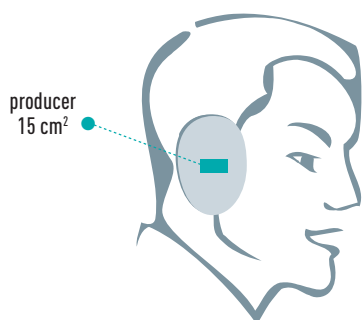
G.5. Goggles, Goggle Frames and Goggle Straps ▲

The dimensions of goggles, goggle frames and goggles straps must be equivalent to those of commercially available items. Goggle straps may be no wider than 4 cm. Goggles, goggle glass and goggle straps may only show the trademark of the manufacturer as on the commercially available item. If double straps are used, the commercial trademark may be shown on one strap, only.



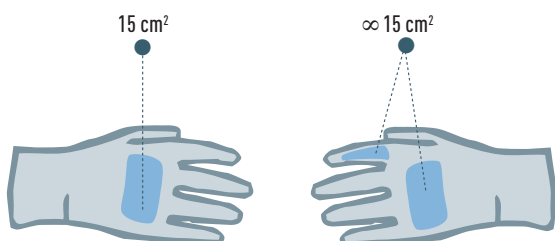
G.6. Ear Warmers ▲

Only one commercial trademark or logo of the manufacturer may be shown per ear of max. 15 cm² in size.



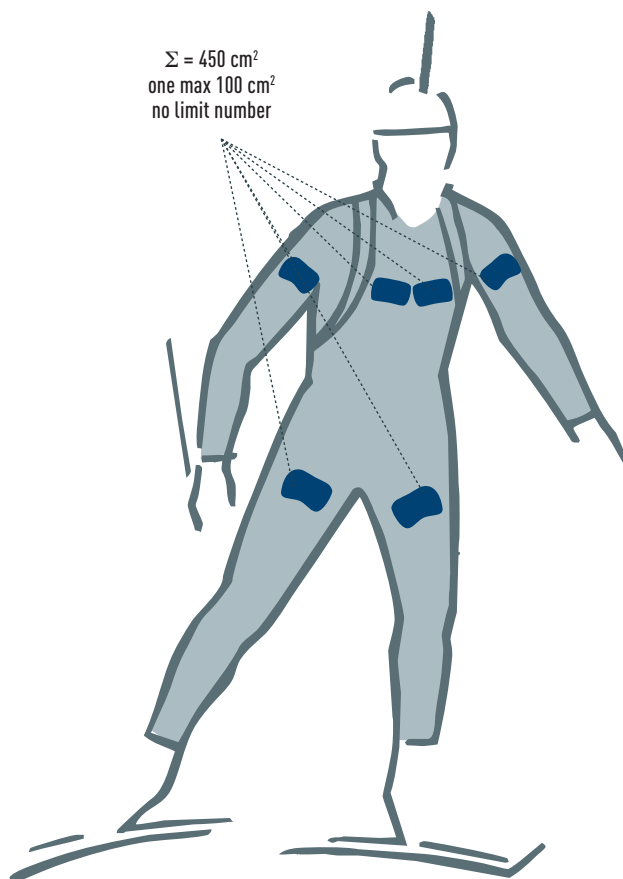
G.7. Gloves ▲

A commercial trademark or logo of max. 15 cm² in area may be featured on each glove (left and right). The area may be divided in two.



G.8. Skiing Suit, Thermal Suits, Outer Clothing and Neck Warmers ▲

Commercial trademarks or logos of the manufacturer, a sponsor, the national federation or an emblem (e.g. military, customs bureau, police) may be featured on skiing suits, thermal suits and outer clothing. The total area of all trademarks/logos/symbols on skiing suits, thermal suits and outer clothing may not exceed 450 cm². At summer biathlon World Championships this upper limit applies to all items of clothing taken together (including socks and tights). Any advertising on skin is prohibited.



The total area of any individual advertising space may not exceed 100 cm². Emblems of one and the same sponsor, and/or more than one emblem of the employer or manufacturer may not be placed one above the other, nor beside each other. If additional items of clothing (such as gaiters) are worn on top of a skiing suit, thermal suit and/or outer clothing, they may not feature any type of emblem or logo. The shape and graphic design of skiing suits, thermal suits and outer clothing may not depict or imitate logos,

G. ADVERTISING SPACE ON ATHLETES, TEAM STAFF, SERVICE PERSONNEL AND PHOTOGRAPHERS

symbols or products in any manner or form. There are no restrictions on how the advertising space is configured.

The conventional use of the manufacturer's design in a continuous form on clothing, without any repetition of the manufacturer logo, is permitted in the following positions: on the skiing suit, the thermal suit and the outer clothing on the outer seam of each sleeve (from the collar to the cuff) and on the outer seam of the upper body clothing and of both legs (starting at both armpits to the lower end of the trouser leg seam). In cases where a skiing suit, thermal suit or outer clothing consists of two individual parts (top and trousers), the foregoing will apply accordingly. The design may not be any wider than 10 cm.

Neck warmers may only show one trademark or one logo of the manufacturer with a maximum size of 15cm². Only one neck warmer may be worn.

G.9. Skis, Bindings, Poles and Other Hardware Products ▲

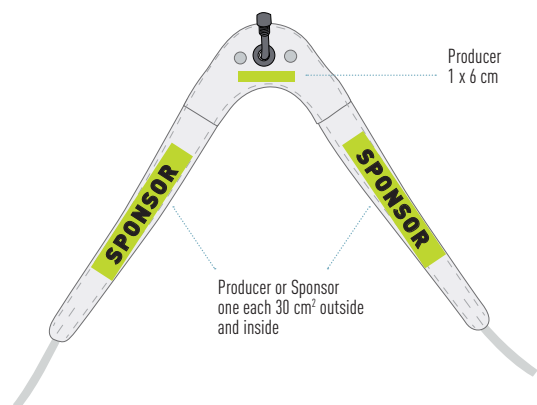
Only the trademarks of the actual manufacturer are permitted.

G.10. Straps of Rifle Carrying Harnesses ▲

On each of the two straps of the rifle carrying harness, one commercial trademark of the manufacturer and/or of a sponsor in a maximum size of 30 cm² each on the inside and outside – i.e. 120 cm² in total – may be shown.

A logo of max. 30cm² may be attached on each strap of the rifle carrying harness (inside and outside). The space may also be divided among two sponsors (or manufacturer and sponsor).

The outer and inner side of the carrying harness may differ from each other in appearance; however the left and the right strap must have the same appearance.



G.11. Shooting Straps and Arm Loops ▲

On the shooting strap and arm loop, only the advertising of the manufacturer having the dimensions of 30 cm² is permitted.



G. ADVERTISING SPACE ON ATHLETES, TEAM STAFF, SERVICE PERSONNEL AND PHOTOGRAPHERS

G.12. Water Bottle Waist Belts ▲

Water bottle waist belts may have 1 (one) commercial trademark attached with a maximum size of 50cm².

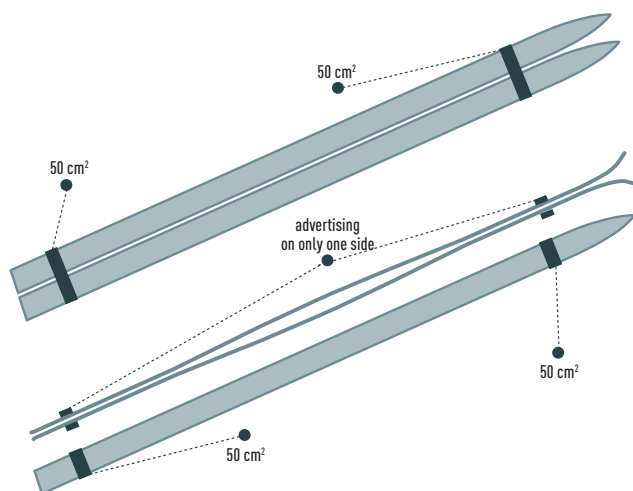
G.13. Rifle Case/Rifle Bag ▲

Rifle cases and rifle bags may only show the commercial trademark of the manufacturer of the rifle case/bag (or divided up into several logos/written logos) with maximum total dimensions of 50 x 15 cm.



G.14. Ski clips ▲

On the maximum two ski clips permitted, a total of two commercial trademarks (written logo or graphic symbol) of the ski manufacturer are allowed, one per ski clip. Both ski clips must have the exact same appearance. The total surface area of the trademarks must not exceed 50 cm² per ski clip. The trademarks on both ski clips may only be visible to the viewer from one and the same perspective.



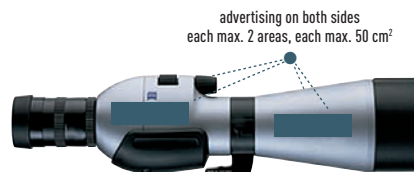
G.15. Pole Clips ▲

On the maximum two pole clips permitted, a total of two commercial trademarks (logotypes or logos) of the ski pole manufacturer are allowed. The total surface area of the trademark may not exceed 50 cm² per pole clip.

G.16. Telescopes and Stands ▲

Commercial advertising for the manufacturer and/or sponsor is permitted on telescopes of no more than two spaces per side, each with a maximum area of 50 cm².

Commercial advertising for the manufacturer is permitted on the stand and stand carrying strap with dimension of 15 cm² per leg (max. 3 legs) and of 30 cm² on the carrying strap.



G.17. Umbrellas ▲

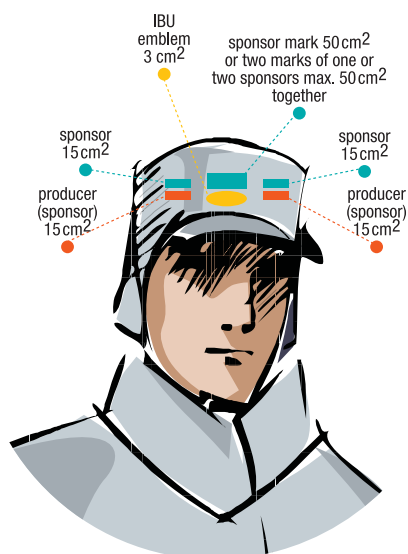
No advertising is allowed on umbrellas.

H. ADVERTISING ON IBU OFFICIALS

IBU Officials' Official Headgear and Official Overcoat

Advertising for IBU sponsors, IBU partners, IBU outfitters and for the manufacturer is permitted on a total area of 50 cm² on the front (forehead) side of the official headgear and on two surfaces, maximum 15 cm² each, on the sides. The surface on the front (forehead) side must not show more than two trademarks. The front side must display the IBU logo, 3 cm in height, underneath the advertising surface.

Advertising for IBU sponsors, IBU partners and IBU outfitters is permitted on IBU officials' official overcoats on a total surface area of 450 cm². This total surface area is divided into several advertising spaces and no one space may exceed the dimensions of 100 cm².



I. ADVERTISING ON OC STAFF MEMBERS

OC Staff Members' Headgear and Overcoat

Advertising by sponsors and the manufacturer is permitted on a total area of 50 cm² on the front (forehead) side of the official headgear and in two spaces of max. 15 cm² each on the sides. The advertising space on the front side may feature max. two trademarks.

The event venue can be shown instead of a sponsor or manufacturer on hats/headgear. Advertising for sponsors, the event venue and the manufacturer of a maximum total area of 450 cm² is permitted on OC staff members' outdoor gear. This total surface area is divided into several advertising spaces and no one space may exceed the dimensions of 100 cm². The IBU sponsors' rights of exclusivity are to be taken into consideration as far as practicable.



J. COMPETITION FACILITY AREA

J.1. Principle Specifications concerning Advertising Media and Presence of TV Camera ■ ▲ ◆ ▼

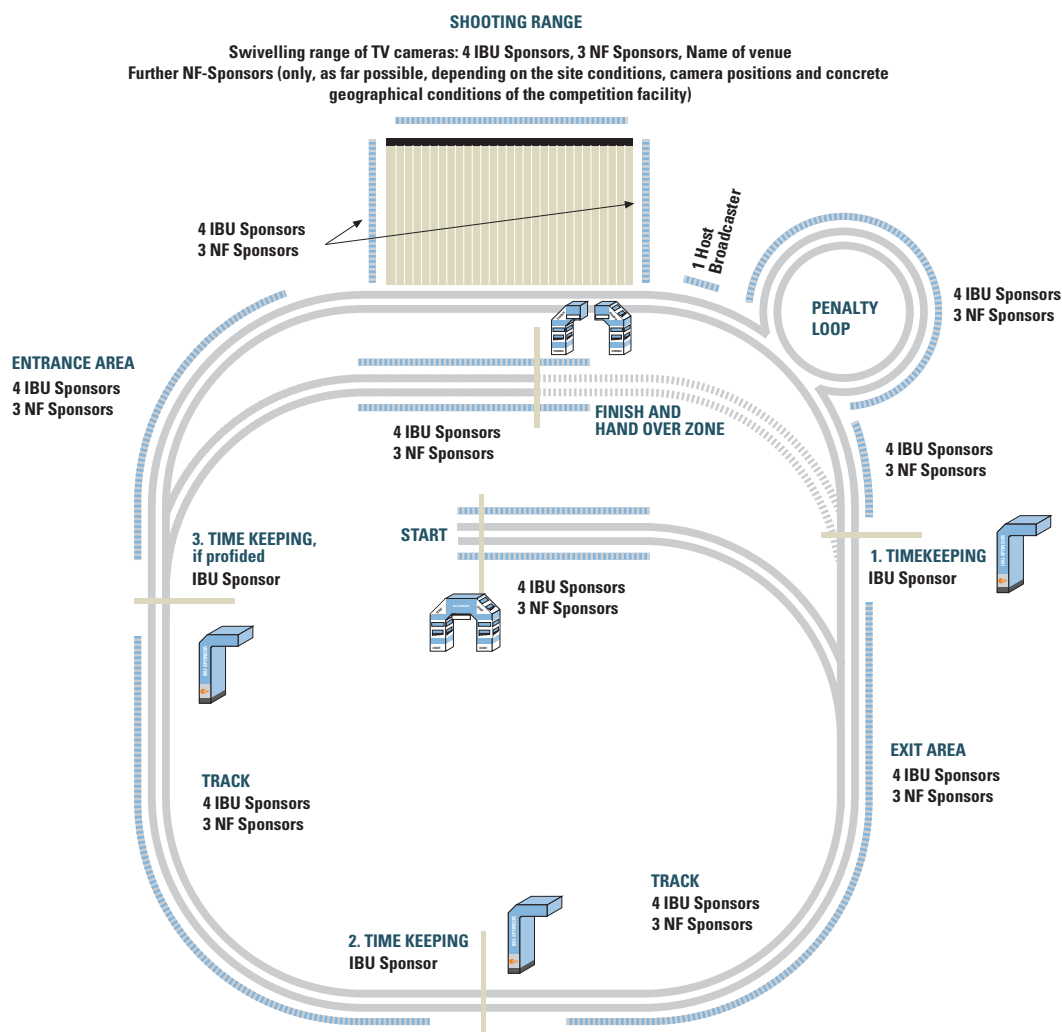
The competition facility includes the stadium (with grandstands etc.), the entire skiing and shooting area, and all other competition-related ground surfaces, buildings, constructions and installations for hosting the event concerned. The competition facilities at the various event venues are not all alike. For this reason it is not possible to state exact positioning specifications for advertising media. The following fundamental specifications are to be applied accordingly to the respective competition facilities. On account of differing national media legislation and varying contractual circumstances, the details of how to position the advertising media and the TV cameras absolutely must be coordinated with the respective OC, with the IBU TV and advertising contract partners and with the IBU.

On boards, flags and other advertising media, the advertising spaces must not be higher than 1.20 m, and the

height of the letters not more than 1 metre. Boards may be no longer than six metres. No more than three boards may be hung in a row along the course.

In areas of competition facilities that are of particular appeal to TV viewers, the IBU TV partner will place cameras with a fixed location and a basically fixed swivelling range. These areas of appeal include for instance: the start, relay hand-over and finish area, particularly difficult corners or other areas on the course, shooting ranges, the penalty loop area, the results boards, the award ceremony area and the interview compound (core area). The sector of the competition facility outside of the core area, including the normal course sections, will be filmed by unilateral cameras.

A maximum of 7 sponsors + the data timing partner may be presented in the swivelling area of the fixed-location TV cameras (in the core area), irrespective of whether these are IBU sponsors or the sponsors of national federations

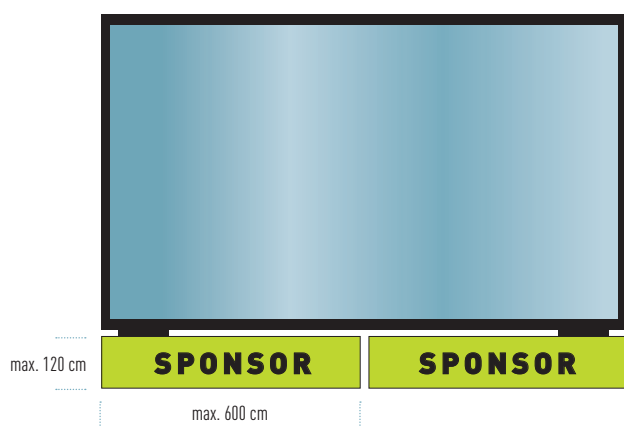


J. WETTKAMPFANLAGENBEREICH

or OCs or of what advertising medium (e.g. start number, boards etc.) the sponsor appears on. Outside the competition facility core area and outside the swivelling range of the fixed-location TV cameras, advertising boards with a total length of 150 m are available to the national federation for its own sponsors and partners. When utilizing such advertising boards the national federation must make sure that there is no collision with the sponsors' presentation rights in the area surrounding the fixed-location TV cameras (in the core area). These advertising boards may only be filmed by unilateral cameras, and only provided there is a guarantee that the limit of 20% of the full broadcasting coverage will not be exceeded.

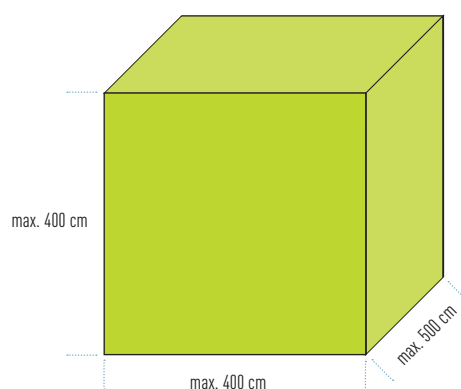
J.2. Video Screens ▲◆

(Start area/course/finish area) Max. 2 NF sponsors may be featured. (For information on dimensions, location and surfaces, please see illustration.)



J.3. Inflatables ■

Max. 5 different inflatables (3 for IBU sponsors, 2 more reserved for the IBU) with a maximum size of 5 x 4 x 4 m each. Such inflatables must be located outside of the actual competition area in close proximity to the respective boards in agreement with the IBU partners, and may not be located between the camera and the action on screen.



J.4. V-Boards ▲◆

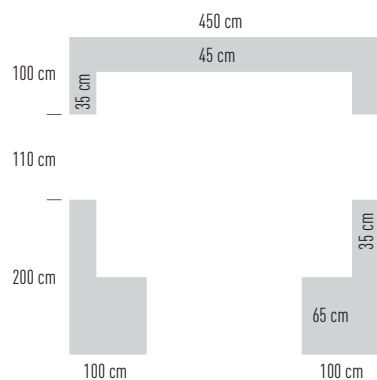
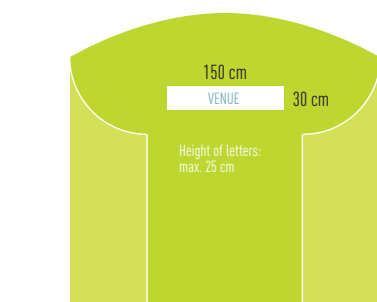
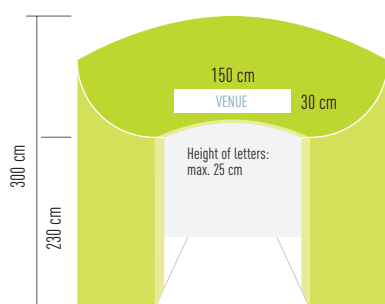
V-boards, which will vary in number depending on how many boundary markers are required for the competition concerned, may not exceed a height of 20 cm. They must be manufactured in a weatherproof material in a colour contrasting with the snow. The sponsor logotype letter height may be max. 15 cm.



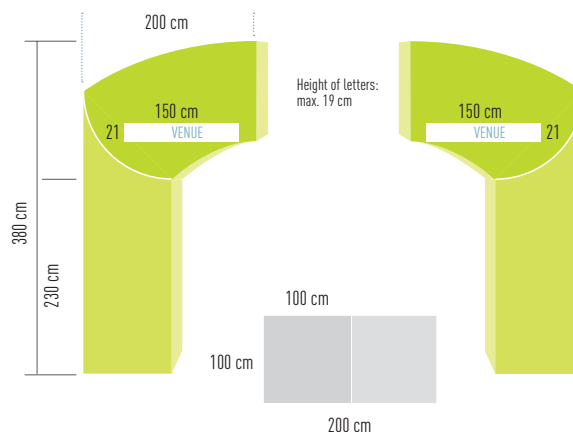
J. COMPETITION FACILITY AREA

J.5. Start Area ■ ▲ ◆

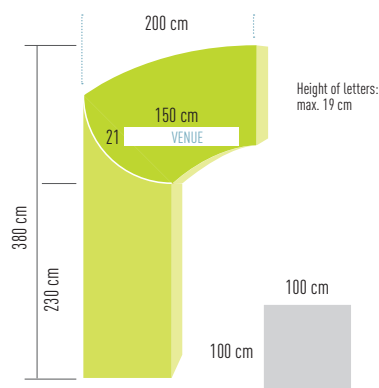
a) A finish structure for the Individual and the Sprint competition as shown in the illustration. (Form and design may be changed with the approval of the IBU).



b) A finish structure for the Relay and the Mass Start competition as shown in the illustration. The start shelter will be taken down after the last competitor has started.



c) A finish structure for the Pursuit competition as shown in the illustration. The start shelter will be taken down after the last competitor has started.



(Explanation regarding both finish structures: the name of the event venue and the event year may be printed on the start construction. Aside from this, only IBU sponsors will be considered for advertising on the finish structure.)

J. COMPETITION FACILITY AREA

J.6. Start Boards ● ■ ▲ ◆

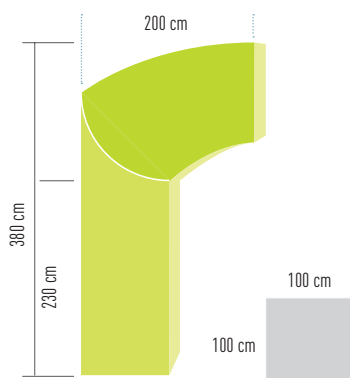
Max. 6 m long, max. height of letters 100 cm



J.7. Intermediate Time Keeping ● ■ ▲ ◆

Stations 1-3 as shown in illustration. The exact positions will be decided in agreement with the IBU partners. The form and the overall design may be changed with the approval of the IBU.

(Explanation: only IBU sponsors, the IBU data and timing partner and the host broadcaster will be considered for this.)



J.8. Boards on Course, see Start Boards ● ■ ▲ ◆

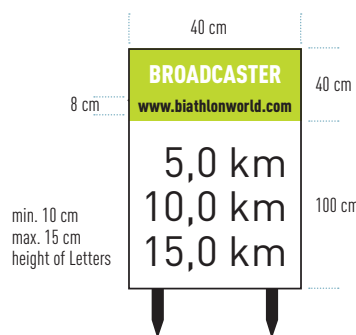
A maximum of 3 boards (18 m) may be erected per camera position provided at least 7 course cameras are in position. If less than 7 course cameras are in position, boards with two or more sponsors may be erected in suitable proportion at individual camera positions.

Organizing committees' board advertising is only permitted by unilateral camera according to the conditions stipulated under B.8.a. above.

(Note: if so-called roll boards are used, the IBU Executive Board will be responsible for any amendment, if required, of the dimensions/details here)

J.9. Distance Signs ▼

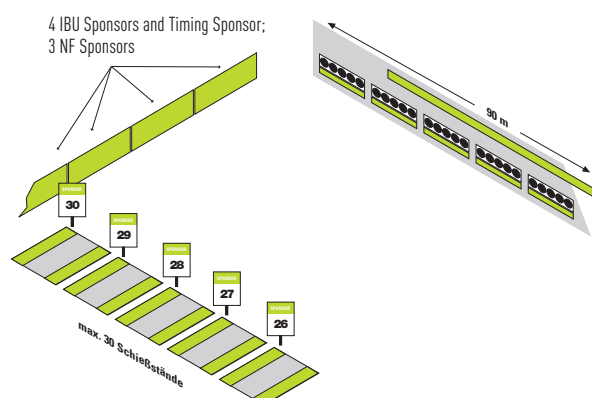
(Explanation: directly beside the intermediate time keeping devices, for the benefit of and provided by the host broadcaster, with a letter size of min. 10 cm and max. 15 cm and featuring the internet address biathlonworld.com.) Exemptions require the prior approval of the IBU.



J.10. Shooting Range ● ■ ▲

On the shooting range the national federation is authorized to use advertising space on the left and right berms (side walls) and on the bullet catch surface above the targets for the advertising of its own sponsors and advertising partners, provided the total number of sponsors within the swivelling range of the TV cameras remains limited to max. 8. This will also apply subject to the technical conditions at the respective facility, camera positions and concrete geographical conditions of the shooting range.

The respective responsible onsite IBU staff member and the IBU advertising partner will determine the order of the sponsors. In addition, advertising for national federations' own sponsors and advertising partners is permitted on every third delineation marker separating the shooting lanes (e.g. T-posts) out of a total of 30 such markers, with a maximum size of 70 cm² and a maximum letter height of 5 cm.



J. COMPETITION FACILITY AREA

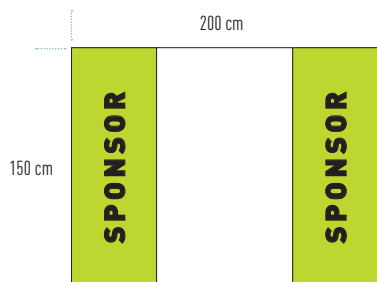
J.11. Shooting Range Berm ●■▲◆

Boards horizontally positioned to the left and to the right of the athletes. Max. height of letters 100 cm



J.12. Shooting Mats ■

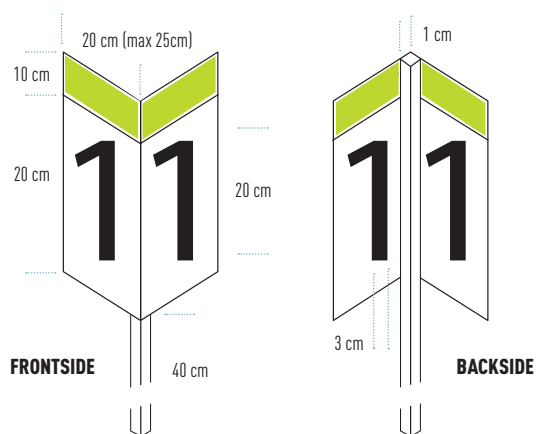
For the dimensions of the shooting mats, see art. 3.4.3.2 of the IBU Event and Competition Rules.



J.13. Shooting Lane Numbers ■

In accordance with art 3.4.5 of the IBU Event and Competition Rules the shooting lane numbers must be 20 cm high, the lines of the numbers must be 3 cm wide and they must sit on a support post 1 cm thick and that is 40 cm high measured from the snow surface to the bottom edge of the number plate.

(Explanation: the national federation is to ensure that a free surface of 20-max. 25 x 10 cm is available on each shooting lane number to accommodate the advertising of the IBU advertising partners.) The rear must have the same design as the front side.



J.14. Advertising Underneath the Targets ■

For sizes and surfaces, please see illustration



J.15. Advertising Above the Shooting Range ●■▲◆

Unless prohibited by contractual obligations to the IBU advertising partner, national federations are principally entitled to present advertising on the bullet catch surface above the targets, as far as it is not situated within the swivelling range of the TV cameras, for their own sponsors and advertising partners on a total length of 90 m, with the advertising space being 1.20 m high and letters not higher than 1 m. It is a further condition that the site conditions, camera positions and concrete geographical conditions of the shooting range permit such advertising measures. In any case the name of venue may be featured in the same size.

J.16. Penalty Loop ■

Penalty loop boards. Max. height of letters 100 cm



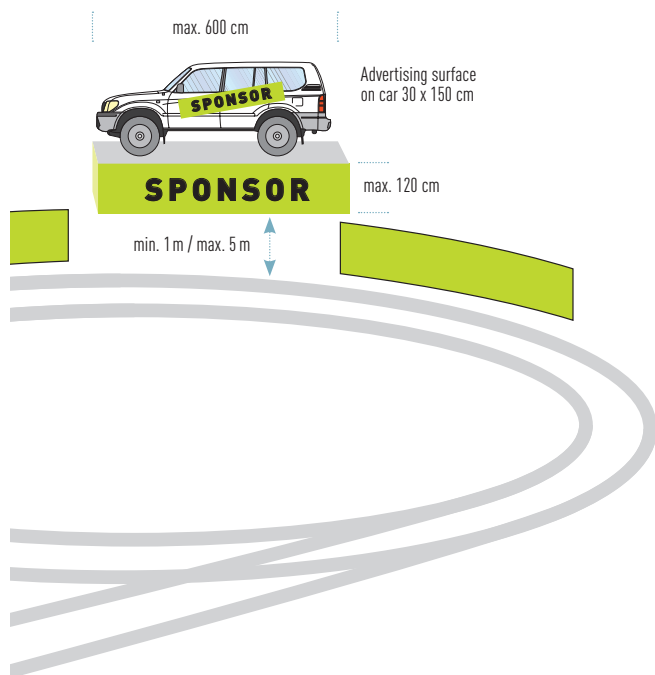
J. COMPETITION FACILITY AREA

J.17. Vehicle Presentation Platform ●■

The IBU sponsor within the motor vehicle industry may erect a vehicle presentation platform (product placement) outside in the stadium area in a position not affecting TV production. The location must be coordinated with the Organizing Committee and requires the prior approval of the IBU. The platform covering may feature the corporate design of the vehicle manufacturer (6 m wide, 1.0-1.20 m in height). The vehicle may feature an advertising space with the maximum dimensions of 30 cm x 150 cm and a maximum letter height of 25 cm.

Fundamental placement principles for vehicle presentation platforms:

- may not be placed between cameras and/or grandstand and competition action
- may only be positioned outside the row of signboards, both in the stadium and along the course



J.18. Relay hand-over zone ●■▲

Same as in finish area.

(Explanation: In proportion 4 (IBU sponsors, incl. IBU data and timing partner if applicable) to 3 (sponsors of the national federations, depending on the start number package agreement).)

J.19. Finish structure ■▲◆

Same as graphic design on finish structure for the Pursuit competition, Relay competition and Mass Start competition.

(Explanation: the name of the venue and the year of the event may be printed on the finish structure. In addition, only IBU sponsors may be presented on the finish structure).



J.20. Boards at Course Finish ■

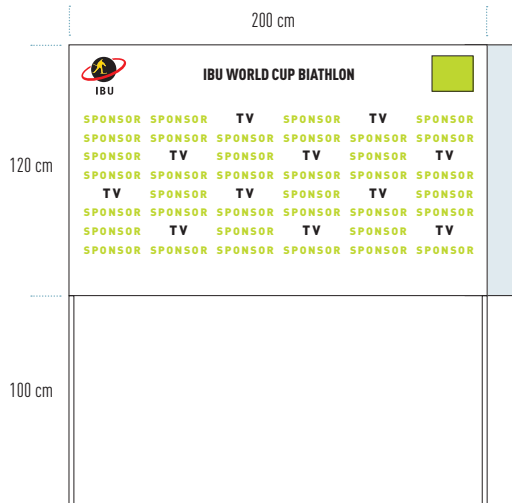
IBU sponsors may be presented on the boards at the course finish. The boards may be max. 1.20 m high and 4 m wide. Max. height of letters 100 cm



J. COMPETITION FACILITY AREA

J.21. Media Compound Interview wall ■ ■ ▼

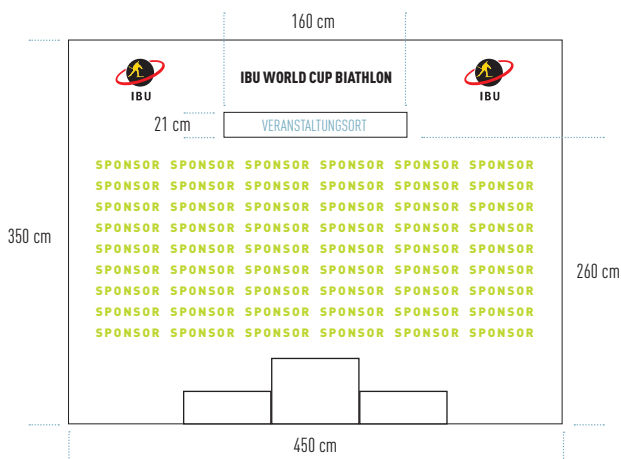
The wall will be provided by the IBU advertising partner. All TV companies conducting interviews in the mixed zone must use the mixed zone interview wall. The width of the mixed zone interview wall depends on the area of the mixed zone used for TV broadcasting, and will be decided by the responsible onsite IBU official and the IBU advertising partner. Certain spaces on the interview wall are available to the respective TV partner in its own area.



J.22. Award Presentation Area (Flowerceremony)

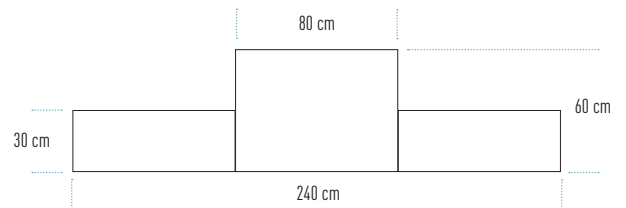
Advertising wall (behind victory podium) ● ■ ▲ ◆

The name of the venue and the year of the event may be printed on the victory wall on a surface 21 cm high and 1.60 m long, with a letter height of 19 cm. In addition, only IBU sponsors may be presented.



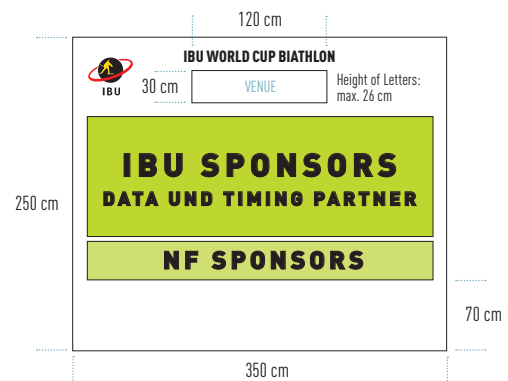
J.23. Victory Podium ● ▲ ◆

On the victory podium, the name of the venue may only be printed on a surface 25 cm high and 80 cm broad with a letter height of 20 cm provided the IBU logo is also featured. The podium will be provided by the OC.



J.24. Press Conference Wall ● ■ ▲ ◆

(Explanation: the name of the venue and the year of the event may be printed on the press conference wall on a surface 30 cm high and 1.20 m long with a letter height of 26 cm. The logos of the IBU sponsors, IBU partners, IBU outfitter and the sponsors of the national federations are eligible for consideration for this purpose. The IBU advertising partner is responsible for the coordination.)



J. COMPETITION FACILITY AREA

J.25. VIP Tent ●■▲

A board displaying all of the IBU sponsors, IBU contract partners and IBU supplying partners as arranged and laid out by the IBU, with the dimensions 2 x 2.5 m and positioned by the IBU in a top priority site at the entrance and in the IBU room.

A board for the national federation as arranged and laid out by that federation, with the dimensions 2 x 2 m in a medium priority site.



J.26. Other Areas of the Facility ●■▲

At least one board showing all of the IBU sponsors, the IBU contract partners and the IBU supplying partners as arranged and laid out by the IBU with the dimensions 2 x 2.5 m and positioned by the IBU in a top priority site, preferably at the most central entrance area within the field of view of the flow of spectators.

At least one board for the national federation as arranged and laid out by that federation, with the dimensions 2 x 2 m in a medium priority site.



J.27. Accreditation Pass Straps ■

Advertising on IBU accreditation pass straps according to graphic design scheme (the form and design may be used with the approval of the IBU).



K. AREAS OF ACTIVITY OUTSIDE THE COMPETITION FACILITY

The action area outside the competition facility refers to those areas that are not part of the competition facility but that host activities of an official character that are related to the IBU event within the period of one day before the teams' arrival until and including the last competition day (e.g. official opening ceremony, victory ceremony, hand-out of start numbers etc.).

K.1. Logistics offices ●▲

At least one board showing all the IBU sponsors, IBU contract partners and IBU supplying partners as arranged and laid out by the IBU, with the dimensions 2 x 2.5 m and positioned by the IBU in a top priority site.

At least one board for the national federation as arranged and laid out by that federation, with the dimensions 2 x 2 m and in a medium priority site.



K.2. Team Captains Meetings / Press and Sponsor Receptions ●▲

At least one board showing all the IBU sponsors, the IBU contracting partners and the IBU supplying partners as arranged and laid out by the IBU, with the dimensions 2 x 2.5 m and positioned by the IBU in a top priority site.

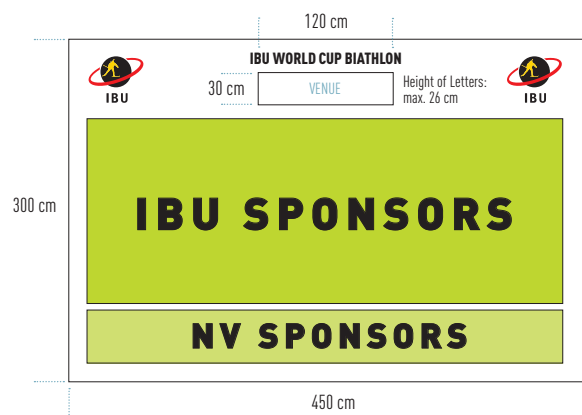
At least one board for the national federation as arranged and laid out by that federation, with the dimensions 2 x 2 m in a medium priority site.



K.3. Award Ceremony, Start Number Handout and Similar Public Appearances ●▲◆

Advertising wall (in the central stage area)

Explanation: the name of the venue and the year of the event may be printed on the advertising wall on a surface 30 cm wide and 1.20 m long with a letter height of 26 cm. Aside from this, only IBU sponsors and sponsors of the national federations will be considered.



K.4. Official IBU Press Conferences at IBU events ●

A board showing all the IBU sponsors, the IBU contracting partners and the IBU supplying partners as arranged and laid out by the IBU, with the dimensions 2 x 2.5 m.

K. AREAS OF ACTIVITY OUTSIDE THE COMPETITION FACILITY

K.5. TV Insert ▼

TV data insert as a static and/or dynamic (not flash) animation identifying the IBU data partner on the screen in a length of time in accordance to Annex 7 of the contract between the IBU and its TV partner.



IBU		OBERHOF		ABSCHIEDSRENNEN DAMEN		ERGEBNIS	
12	89	OLE EINAR BJOERNDALEN	www	20	+7	27:12.1	
12	89	OLE EINAR BJOERNDALEN	www	20	+7	27:12.1	
12	89	OLE EINAR BJOERNDALEN	www	20	+7	27:12.1	
12	89	OLE EINAR BJOERNDALEN	www	20	+7	27:12.1	
12	89	OLE EINAR BJOERNDALEN	www	20	+7	27:12.1	
12	89	OLE EINAR BJOERNDALEN	www	20	+7	27:12.1	
12	89	OLE EINAR BJOERNDALEN	www	20	+7	27:12.1	
12	89	OLE EINAR BJOERNDALEN	www	20	+7	27:12.1	
12	89	OLE EINAR BJOERNDALEN	www	20	+7	27:12.1	
12	89	OLE EINAR BJOERNDALEN	www	20	+7	27:12.1	
12	89	OLE EINAR BJOERNDALEN	www	20	+7	27:12.1	
12	89	OLE EINAR BJOERNDALEN	www	20	+7	27:12.1	

www.biathlonworld.com



K.6. Reporting Results ●

The IBU reserves the right to report the results of the WCH and WC itself in any existing and/or future electronic media whatsoever, and the right to license programs of any kind.