



IBU
INTERNATIONAL BIATHLON UNION

RULES FOR ADVERTISING

SEASONS 2006 - 2010

Final version



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A.1. Concept, aims and area of application

A.1.a. The IBU Rules for Advertising are to be considered as the official, binding and exhaustive specification of the advertising areas and the advertising material at IBU events. It is based on a decision made by the IBU Executive Board, as well as on Article 1.3, paragraph 3 of the IBU Constitution and on chapter 4 of Annex A of the IBU Event and Competition Rules. It considers the existing contractual obligations of the IBU and the constitutionally established allocation of rights and duties between the IBU and her Member Federations. It is the purpose of the IBU Rules for Advertising to ensure a uniform image of IBU events and to guarantee the coordinated appearance of sponsors, partners, outfitters and other enterprises involved in IBU events on TV, other media and in public. It is an integral element of IBU event declarations, inasmuch as they are provided in the IBU Event and Competition Rules for the event type concerned.

A.1.b. If not explicitly stipulated otherwise, the IBU Rules for Advertising apply to all IBU events. At present, not all areas of advertising and advertising material are used by businesses at all IBU events (e.g. Summer Biathlon events). Using colored graphics, part B illustrates whether the IBU has reserved contractual sovereignty regarding the listed advertising means or to whom this authority was passed. Where several symbols appear (e.g. start numbers, boards), several contractors are possible. The contractual authority is explicitly granted for the 2006-2010 period, only.

A.1.c. If not explicitly stipulated otherwise, the IBU Rules for Advertising illustrate, in graphical form, any permitted advertising material, establishing sizes and dimensions and finally describing all surfaces and dimensions where advertising may be placed from the very beginning (first official training) to the end (awards ceremony after the last competition, or closing ceremony respectively) of an IBU event at any related place (competition area in the narrow sense, areas of event activity outside the competition area in the narrow sense (e.g. awards ceremony areas, place of handing out the start

numbers in the center of a venue, interview areas and other places)). These surfaces are either found on acting persons (IBU officials and staff, athletes, coaches, officials and staff of the IBU Member Federations, members of Organizing Committees), on competition equipment in the sense of chapter 3.1 of Annex A of the IBU Event and Competition Rules or on organization equipment in the sense of chapter 3.2 of Annex A of the IBU Event and Competition Rules, regardless however of whether or not that item has been explicitly named in those chapters. As well, the IBU Rules for Advertising are applicable to any printed matter and web sites related to an IBU event, the latter being for the duration of the competition.

A.1.d. Additional advertising material that is introduced after the cut-off-date 30th June and that was not considered in the IBU Rules for Advertising may not be mounted within the period of validity of the IBU Rules for Advertising until it has been approved by the IBU Executive Board and the EBU has been consulted. The concrete color(s) and graphic design of a piece of advertising must be presented by APF to the IBU Headquarters by 15th August of the respective year at the latest and will be shown in an annex to the Rules for Advertising.

A.1.e. The IBU Executive Board reserves the right to admit deviations from and exceptions to the IBU Rules for Advertising for a single event in an individual case when compelling reasons can be argued, giving consideration to equity and upon written request submitted to the IBU Headquarters.

A.1.f. The IBU supports the International and European policy relating to restricting the advertising of drugs, alcohol and nicotine. Advertising drugs, alcoholic drinks and mix-drinks containing alcohol (e.g. alcopops) is not allowed, nor is advertising nicotine products allowed at any IBU event. Advertisements for beer are exempted within the scope of existing contracts.

A.2 Definitions

A.2.a. The term “IBU sponsor” means firms that bring, first of all, exceptionally high funds to the sport of Biathlon.

The sponsors will be announced to all affected parties in an annex to the IBU Rules for Advertising. The term “sponsor” applies to sponsors of the National Federations and to sponsors of the Organizing Committees as well. The total number of all sponsors – IBU sponsors, including the IBU data and timing partner, National Federation and Organizing Committee sponsors – within the swiveling range of TV cameras may not exceed 7 (see B.8.a. below). Depending on the start number agreement, all 7 are reserved for IBU sponsors or there is a preemptive right for at least 4 IBU sponsors with a maximum of 3 NF/OC sponsors. The sponsors possess an exclusive right of entering the zone of the TV camera swiveling range. Regarding their services and products, the IBU sponsors enjoy exclusive rights in the below listed categories at World Cups and World Championships in Winter Biathlon. At the cut-off-date 31st August 2006 these exclusive rights apply to following categories:

- beer (alcoholic and non-alcoholic)
- fuels, energy
- heating technology, block heating plants
- vehicles
- mineral water, energy drinks, isotonic drinks.

The exclusive rights do not apply to any advertising in the sense of chapters B.5.d to B.5.m below.

A.2.b. The term “IBU contracting partner” refers to APF and EBU.

A.2.c. The term “IBU data timing partner” covers enterprises that offer products and/or services in the field of data and/or timing. Only such enterprises are entitled to make commercial use of the TV insert intended for the appropriate advertising.

A.2.d. The term “IBU structure partner” refers to firms that supply free services and goods directly for an IBU event, that are extensive in amount and numbers and clearly above those provided by IBU

partners. National Federations and Organizing Committees may also have structure partners under the same circumstances.

A.2.e. The term “IBU partner” refers to firms that have signed a partner agreement with the IBU undertaking the obligation to provide, per season, free goods and/or services of a certain value to members of the IBU (e.g. athletes, teams or host venues) or to the IBU itself. Under the same circumstances, National Federations and Organizing Committees may also have partners.

A.2.f. The term “IBU supplier” refers to enterprises that have signed a supplier agreement with the IBU undertaking the obligation to provide, per season, free goods and/or services - of a lesser value than those of partners - to athletes, teams, event hosts, members of the IBU or to the IBU itself. Under the same circumstances, National Federations and Organizing Committees may also have suppliers.

A.2.g. The term “producer” (manufacturer) refers to an enterprise that has such a great part in the manufacture of a product used at a Biathlon event that it would have to be considered the manufacturer of the product concerned when applying the rules of origin in their general sense effective for the European Economic Area.

A.2.h. 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. PLARAS, SIWI-DATA). Under the same circumstances, National Federations or Organizing Committees may also have service partners.

A.2.i. The following is permissible to designate the “venue”: name of the event location, the administrative and/or tourist region in which the place is located, respectively the state to which the place belongs, either shown as a written logo or as a graphic symbol. On printed materials all three names may be used at the same time; on the start and finish construction and in other areas designated in the IBU Rules for Advertising for such appellations, only two of them may be used at the same time.

A. 3 Implementation control performed by the IBU Race Director

It is the responsibility of the IBU Headquarters to make sure that the specifications for advertising material designated in the IBU Rules for Advertising are provided by APF in time before an event, and to check the advertising areas and advertising material immediately before the

beginning of an IBU event. The IBU Race Director is responsible for having inadmissible advertising material removed before the beginning of the event and for it not being mounted again during the event. He has to coordinate with the host broadcaster and APF.

B.1. Title and presenting sponsors

B.1.a. Title sponsors at Winter World Cups

At Biathlon World Cups the name and/or the logo of an IBU sponsor can be integrated as the title sponsor in the official name of the World Cup.

Example: **NAME/LOGO** IBU World Cup Biathlon

The graphic design of the monogram will be coordinated with the corporate design of the title sponsor. This written logo must be used in such a form in all the official printed material of the IBU, the National Federations and the Organizing Committees relating to the World Cup.



B.1.b. Presenting sponsors at Men's and Women's World Cups and World Championships / in the winter season

The names of the IBU presenting sponsors must be connected to the official name of the World Cup and of the World Championships to the extent laid down by the respective start number agreement.

Example: **NAME/LOGO** title sponsor IBU World Cup presented by **PRESENTING SPONSOR**

This written logo must be used in such a form in all official printed material of the IBU, the National Federations and the Organizing Committees relating to the World Cup and the World Championships



B.1.c. Use of the World Cup and WCH logo by sponsors / in winter season

In addition, each IBU title sponsor and each IBU presenting sponsor may call himself sponsor of the World Cup and each presenting sponsor sponsor of the World Championships for the purpose of business correspondence to the extent laid down by the respective start number agreement. These sponsors may show the logo of the World Championships and/or the logo of the World Cup in this context. Logos and printing specifications will be forwarded by AFP to the Organizing Committees concerned by the deadline of three months before the start of the event.

B.2. IBU website

B.2.a. Integration of a sponsor board

The integration of an IBU-designed sponsor board in the IBU website showing the IBU sponsors, the IBU structure partners, the IBU contracting partners, the IBU partners and the IBU suppliers for the entire period starting 1 July and ending on 30 June of the following year

B.2.b. Other advertising rights

Any other advertising rights on the IBU website are determined by the IBU.

B.3. OC website

B.3.a. Placing of the logos of the IBU sponsors and of the IBU data and timing partner

Placing of the logos of the IBU sponsors via a “sponsors” link that leads to the logos and through them to presentations of the firms on the official website of the WCH and of the World Cups, each during the duration of the event week(s), each calculated from Monday to Monday, for a total of 7 days for World Cups and 14 days at the Word Championships.

B.3.b. Other advertising rights

The other advertising rights are left, until further provisions are made, to the Organizing Committees, provided the exclusive business rights of the IBU are observed.

B.4. Printed matter

B.4. World Cups and World Championships - Men and Women - in the winter season



The right of the IBU sponsors to place logos (as seen here in the illustration) in the form of a sponsor border on the cover page of the program brochure of the WCH and on all other official WCH and on all WC printed matter such as invitations, announcement posters, information sheets, tickets, press releases, start and result lists, and vouchers. In addition, there are 4 free-of-charge advertising pages on sleeves 2, 3 and 4 and one page on the inside of the WC or WCH program brochure;

The right of placing the logo of the IBU data and timing partner, if such will be announced, and for the IBU car pool (if applicable) on all printed matter;

The right of placing the logo of the host broadcaster on the cover sheet of the invitation, of the program brochure, the start and result lists and in all other printed matter. If these printed matter are transmitted by the Organizing Committees to the IBU member federations for internal use by electronic means, there is no need for sponsor logos. In this case, no sponsor logos may be shown at all.

APF will send the sponsor logos to the Organizing Committees and so does EBU with its logo. The drafts of invitations, program brochures, announcement posters, information sheets for team captains meetings and media, tickets, and vouchers/accreditations have to be sent to the IBU Headquarters and at the same time to APF for approval at least 7 days before printing.

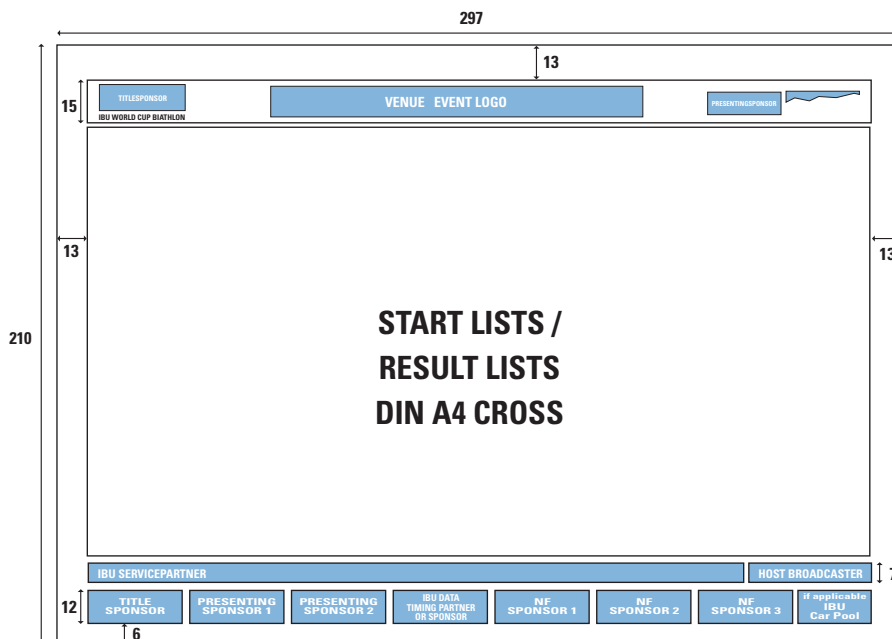
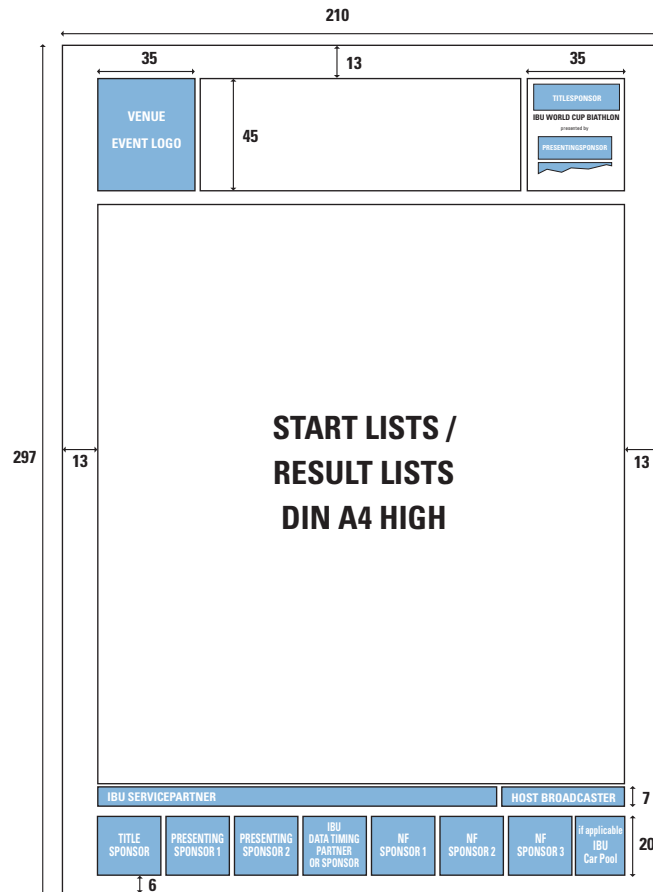


B

THE ADVERTISING RIGHTS AND THE ADVERTISING MEANS PERMITTED IN THIS CONTEXT

B.4. Printed matter

B.4. World Cups and World Championships - Men and Women - in the winter season



● IBU ■ APF ▲ NATIONAL FEDERATIONS ◆ ORGANIZING COMMITTEES ▼ HOST BROADCASTERS

B.5. Advertising surfaces on athletes, team staff members, service personnel and photographers.

(preliminary remark: the size of a commercial trademark (name, written logo, graphic symbol) is the surface within a line that follows the real contour of the integrated symbol. If the trademark is part of a surface that contrasts in color, the total surface of the contrasting color will be 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).

B.5.a. Start numbers, leg numbers, training numbers

(Regarding the sizes, art. 3.2.4.1 Annex A of the IBU Event and Competition Rules applies. In general, the venue may be shown on all start numbers in all competitions underneath the printed start number figure (if desired, using the Organizing Committee's symbol) and on the right hand strap of the bib with letters not higher than 8 cm. The name of the venue (also using the Organizing Committee's symbol) and the year of the event may also be printed on the start number of the World Cup leader.)

B.5.a.1. Start numbers (not World Cup leaders) Depending on the respective start number agreement, APF has the right to depict the logo (or symbol) of 1 IBU sponsor per day (including a data timing partner, if applicable) as sponsor of the day on the front and rear on the respective empty spaces above the number on the start numbers of all athletes at all three competitions that take place on Saturday and Sunday and, in addition, at any 1 competition taking place on a day between Monday and Friday as APF may choose. In the latter case, the NF/OC is delegated the right to depict the logo (or symbol) of a maximum of 1 NF/OC sponsor as sponsor of the day on the front and rear above the number on the start numbers of all athletes at the other competitions taking place on a day between Monday and Friday.

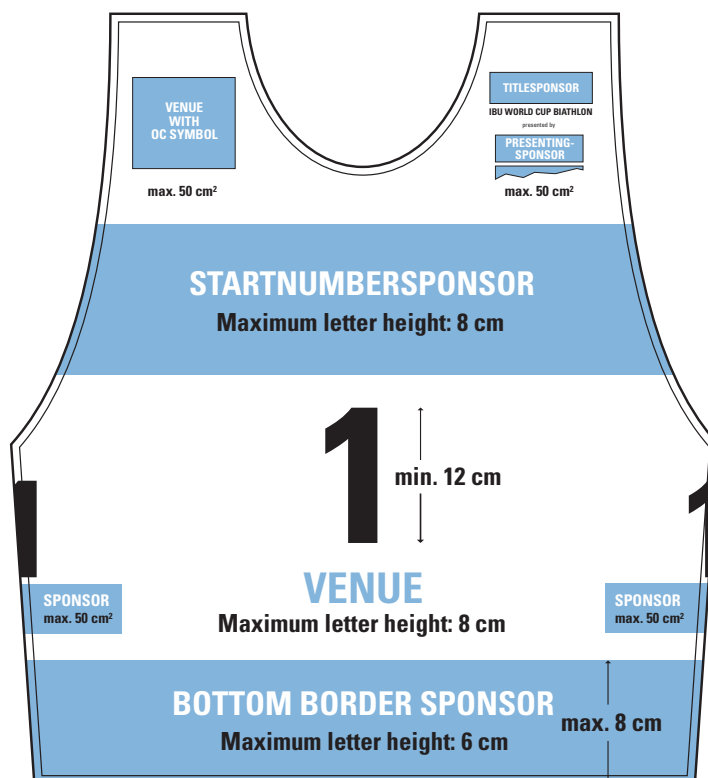
(For sizes and surface areas see the picture drawn to scale as an example on the right.)

B.5.a.1.a. On the left-hand straps of all start numbers in all competitions with a total size of 50 cm² showing the IBU title and /or one or both IBU presenting sponsors.

B.5.a.1.b. On the left- and on the right-hand side of all start numbers at all competitions with a size of 50 cm² each, showing the IBU title and/or one or both IBU presenting sponsors.

B.5.a.1.c. Bottom border on all start numbers at all competitions in a surface height of 8 cm maximum, with a maximum letter height of 6 cm.

(For the sizes and surface areas, see the picture drawn to scale, right. Other colors or designs must be approved by the IBU Headquarters upon application in writing.)



B.5. Advertising surfaces on athletes, team staff members, service personnel and photographers

(Note: the advertising surfaces on athletes are delegated to the National Federations of these athletes)

B.5.a.2. Start numbers World Cup leaders/leaders in a discipline

B.5.a.2.a. On the start numbers of the WC leaders (total) in all competitions showing the IBU title sponsor above and on the left and right hand side respectively, the IBU title and/or one or both IBU presenting sponsors at the bottom and the IBU logo left and right of the start number.

(For sizes and surface areas, see picture, right.)

B.5.a.2.b. On the start numbers of the leaders in a discipline in the respective competitions showing the IBU title sponsor above as well as on the left and on the right side respectively the IBU title or one of the IBU presenting sponsors at the bottom and the IBU logo on the left and right side of the start number.

B.5.a.2.c. On the start numbers of the WC leaders (total) who are at the same time leaders of the respective discipline showing the IBU title sponsor above and on the left and right hand side respectively, the IBU title and/or one or both IBU presenting sponsors at the bottom and the IBU logo left and right of the start number.

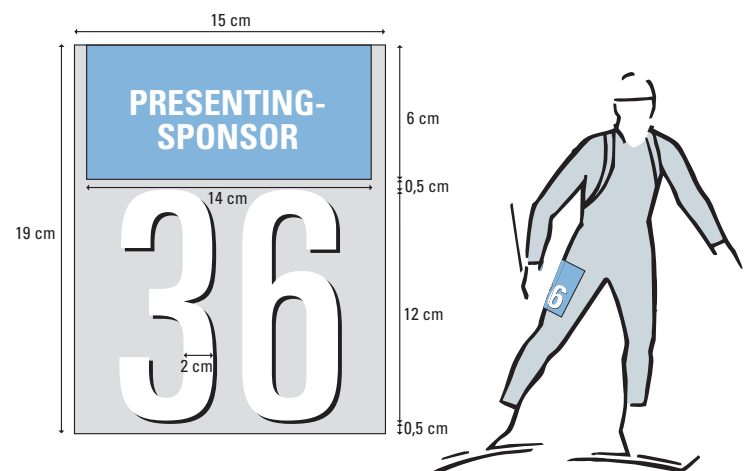
B.5.a.2.c. On the start numbers of the WC leaders (total) and on the right strap of the discipline leaders, specification of the event location in the form of a written logo.



B.5.a.3. Thigh numbers

On the thigh numbers of all athletes in all competitions in a size of 84 cm², the height of the leg number being 12 cm and the thickness of the numbers 2 cm, see art. 3.2.4.1 lit c Annex A of the IBU Event and Competition Rules. The overall coloring of the background in a color of a sponsor is permissible if the figure and the background are sufficiently contrasting.

(For sizes and surface areas, see picture, right.)



B.5. Advertising surfaces on athletes, team staff members, service personnel and photographers

B.5.a.4. Training numbers for athletes

The colors and design of the training numbers are set in advance yearly by the IBU in consultation with APF (see art. 5.1.2, Annex A of the IBU Event and Competition Rules).

(For sizes and surface areas, see picture, right.)



Men

Women

B.5.a.5. Bibs for team staff members, service personnel and photographers

The colors and design of the bibs for team staff members and photographers are set by the IBU in consultation with APF, whereby clear mutual distinguishability between the bibs and job-specific design must be guaranteed (see art. 5.1.2 Annex A of the IBU Event and Competition Rules).

(For sizes and surface areas, see picture B.5.a.4.)



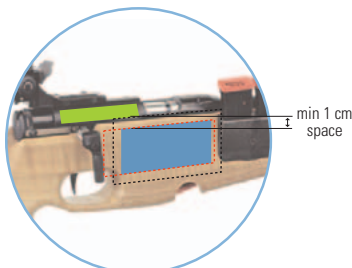
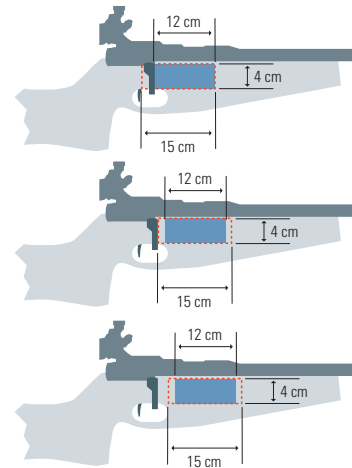
Prerunner
Optional use (up to decision of OC)

B.5. Advertising surfaces on athletes, team staff members, service personnel and photographers

B.5.b. Rifle

A double-sided IBU rifle inspection sticker (name/logo of an IBU sponsor) is compulsory on the rifle stock of all athletes in the size of 12 x 4 cm each. 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. Three pieces of advertising may be used at a distance of at least 1 cm to this rifle inspection sticker area, two at a maximum of 50 cm² each and one a maximum of 25 cm² for sponsors of the National Federations. Advertising on superstructure (including the Anschütz diopters) and on purpose-built annexes is not permitted.

(Exact positioning and sizes of the surfaces, see drawing to scale, right.)



ALLOWED ON ANSCHÜTZ



NOT ALLOWED ON ANSCHÜTZ



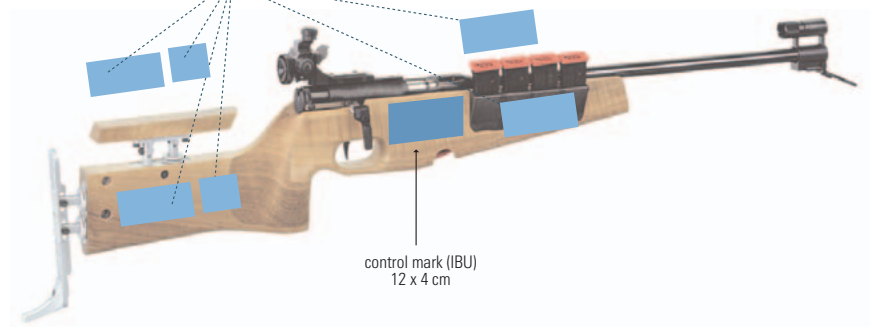
ALLOWED ON IZHMAH



NOT ALLOWED

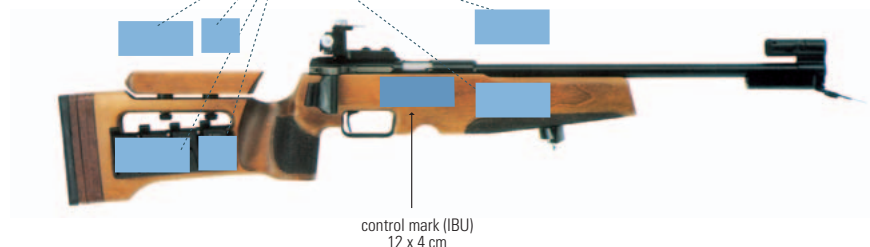
$\Sigma = 125 \text{ cm}^2$ on each side
2 x max 50 cm², 1 x 25 cm² (NF)

Producer: Anschütz



$\Sigma = 125 \text{ cm}^2$ on each side
2 x max 50 cm², 1 x 25 cm² (NF)

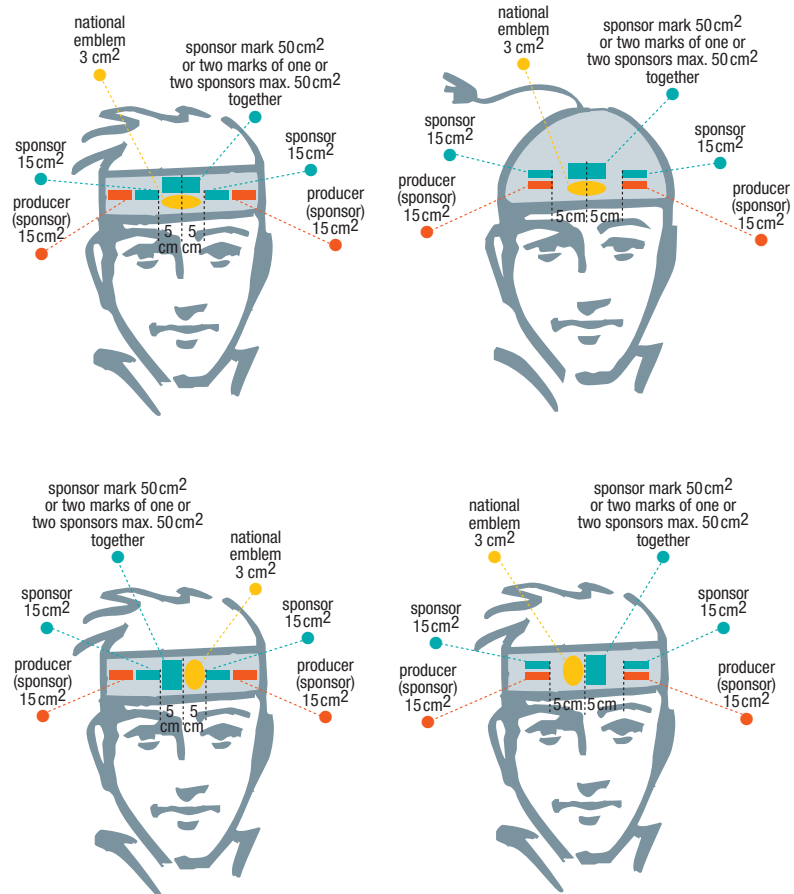
Producer: Izhmash



B.5. Advertising surfaces on athletes, team staff members, service personnel and photographers

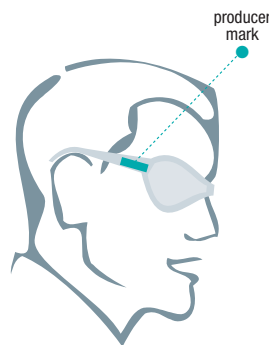
B.5.c. Hat (head band)

The hat (head band, helmet) of the athletes may show two commercial trademarks of the producer, of the producer and of a sponsor of the National Federation or of two sponsors of the National Federation, however, each not bigger than 15 cm² on each side of the hat. The arrangement of these trademarks above each other is left to the National Federations. However, it must be ensured, that hats which show a trademark other than that of the producer display the emblem of the national team on the front side. On head bands this advertising surface may be placed at the front side, resulting in the display of the emblem of the national team at the side. The minimum distance between the advertising surfaces and the emblem of the national team must be at least 5 cm, measured from the center of the emblem. The latter must have a size of at least 3 cm² and be designed in such a way that the letter or the logo are at least 1 cm high. If a hat and a head band are used at the same time, advertising may be placed either only on the hat or only on the head band.



B.5.d. Goggles, goggle frames and goggle straps

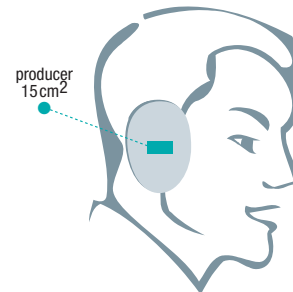
The sizes of goggles, goggle frames and goggles straps must be equivalent to commercially available articles. The width of goggle straps is limited to 4 cm. Goggles, goggle glass and goggle straps may only show the trademark of the producer as on the commercially available item. If double straps are used, the commercial trademark may be shown on one strap, only.



B.5. Advertising surfaces on athletes, team staff members, service personnel and photographers

B.5.e. Ear muffs

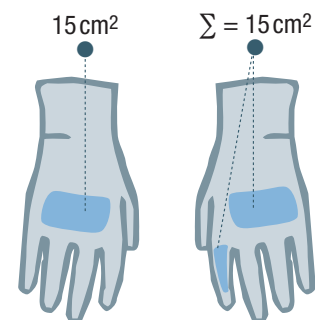
The ear muffs may show only one commercial trademark (written logo or graphic symbol) of the producer per ear conch not bigger than 15 cm².



B.5.f. Gloves

Each single glove may show only one commercial trademark of the producer (written logo or graphic symbol) in a size of 15 cm² maximum. This surface may be divided into two (e.g. upper surface of the glove and upper surface of the index finger), however both together must not exceed the maximum size.

(For sizes, surface areas and variants, see the picture drawn to scale, right.)



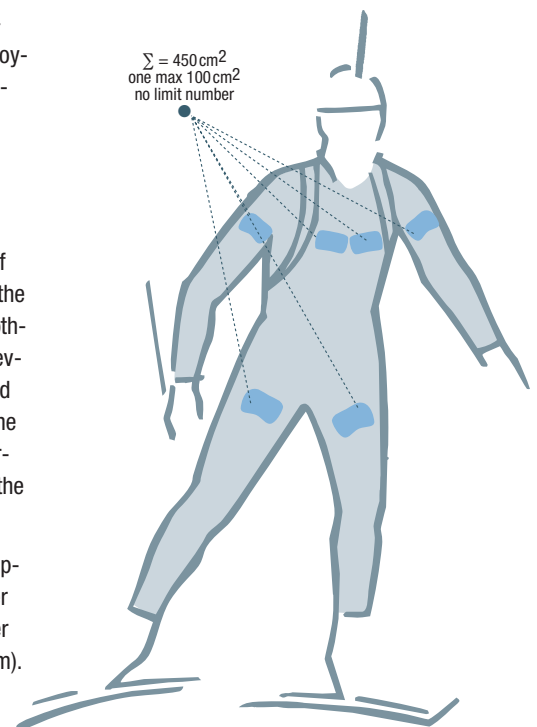
B.5.g. Ski suit

The ski suit, thermal wear and outerwear may feature commercial trademarks of the manufacturer, logos or writing of the employer (e.g. army, customs, police) or commercial trademarks/ logos/writing of sponsors of the national federation. If the logo/insignia of the employer is integrated into the emblem of the athlete's national team, it does not count as a separate trademark. The total area of all the trademarks/logos/writing on the ski suit, thermal wear and outerwear must not exceed 450 cm². At summer Biathlon world championships, this limit applies to all items of clothing put together (including socks and stockings). Any manner of advertising is forbidden on skin.

The total area of such an individual piece of advertising may not exceed 100 cm². Logos of one and the same sponsor as well as more than one logo from the employer or also from the manufacturer may neither be placed above nor beside each other. If additional items of clothing are worn over the ski suit, thermal wear and outerwear (e.g. gaiters), no logos whatsoever may be applied to these. The design and the visual look of the ski suit, thermal wear and outerwear may in no way, form or size represent or imitate the logo, fonts or products of the manufacturer of the ski suit, thermal wear or outerwear. The placing of the pieces of advertising is at the athlete's discretion. (Concerning sizes, areas and examples of placing see the illustration on the right.)

The common custom of manufacturer designs on clothing in a continuous form, without repetition of the designer logo, is permitted in the following places: on the ski suit on the outer seam of each sleeve (from the collar to the sleeve cuff) and on the outer seam of the upper body as well as of both legs (beginning at both shoulders to the bottom of the trouser seam). In cases in which the ski suit consists of two individual garments (upper and pants), the aforementioned applies correspondingly. The width of the design may not exceed 10 cm.

(For sizes, surfaces and arrangement example see picture, right.)



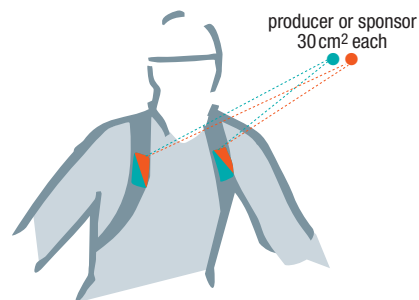
B.5. Advertising surfaces on athletes, team staff members, service personnel and photographers

B.5.h. Skis, bindings, poles and other hardware products

Only the trademarks of the actual producer are permissible.

B.5.i. Straps of the rifle carrying harness

On each of the two straps of the rifle carrying harness one commercial trademark of the producer in a maximum size of 30 cm² each on the inside and outside - i.e. 120 cm² in total - may be shown. On the same surface, a sponsor trademark may be displayed in addition to the producer's trademark. It is also permitted to display another sponsor's trademark instead of the producer's trademark. However, the left and the right strap must have the same appearance.



B.5.j. Shooting strap and arm loop

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

B.5.k. Rifle case or Rifle bag

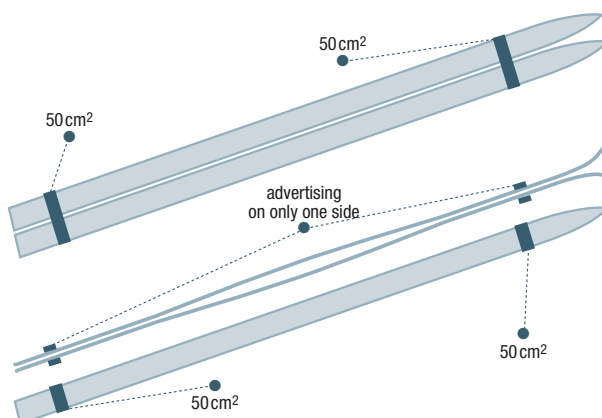
The rifle case or rifle bags may only show the commercial trademark of the producer of the rifle case, having the total dimensions of 50 x 60 cm.



B.5.l. Ski clips

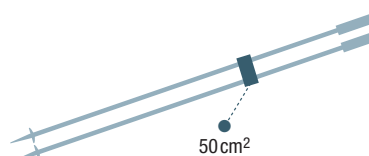
On top of the maximum two ski clips permitted, a total of two commercial trademarks (written logo or graphic symbol) of the ski manufacturer or a sponsor are allowed, whereby an agreement between the ski manufacturer and the NF/athlete is needed that permits the latter to use the trademark of a sponsor, determines an allowance for not using such a trademark or forbids the use of another trademark than that of the manufacturer. The existence of an agreement that permits the application of another trademark than that of the manufacturer is to be presented by the athlete on request at any time at competition occasions. The total surface area of the trademarks shall 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.

(Regarding sizes and areas, see the actual size figure on the right).



B.5.m. Pole clips

Maximum two pole clips are permitted. They may show a total of two commercial trademarks (writing or logo) of the producer of the ski poles. The total surface of the trademarks per pole clip must not exceed 50 cm².

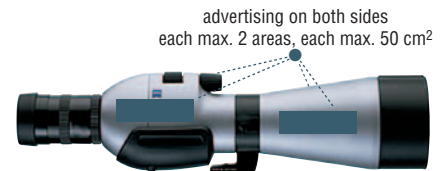


B.5. Advertising surfaces on athletes, team staff members, service personnel and photographers

B.5.n. Telescopes

On the telescopes, commercial advertising for a manufacturer and/or sponsor is permitted on both sides, on a maximum of two areas per side of a maximum 50 cm² each per area.

On the tripod and tripod carrying harness, commercial advertising of the manufacturer with the dimensions of 15 cm² per foot (maximum three feet) and of 30 cm² on the carrying harness is permitted. On telescopes handed out by the IBU, only commercial advertising of the manufacturer may be shown.



B.5.o. Weather shields

No advertising may be applied on weather shields.

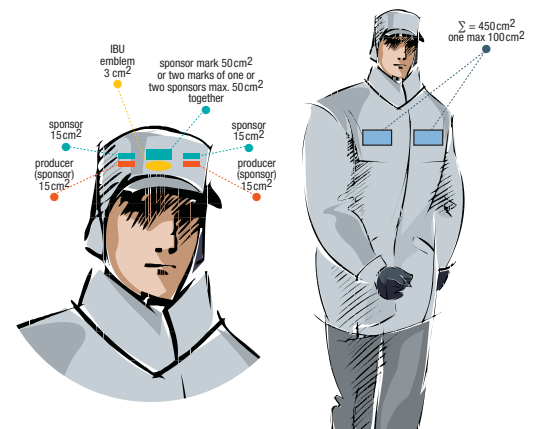
B.6. Advertising on IBU officials

B.6. Official headgear and official overcoat of IBU officials

Advertising by IBU sponsors, IBU partners and IBU outfitters as well as by the producer is permitted in a total surface of 50 cm² on the front side of the official headgear and on two surfaces, maximum 15 cm² each, on the sides. The surface on the front side must not show more than two trademarks. The front side must display the IBU logo, 3 cm high, underneath the advertising surface.

On the official overcoat of the IBU officials advertising by IBU sponsors, IBU partners and IBU outfitters is permitted on a total surface of 450 cm². This total surface is divided into several sub-surfaces with a maximum size of 100 cm² each.

(For sizes and surface areas, see picture to scale, right.)



B.7. Advertising on OC staff members

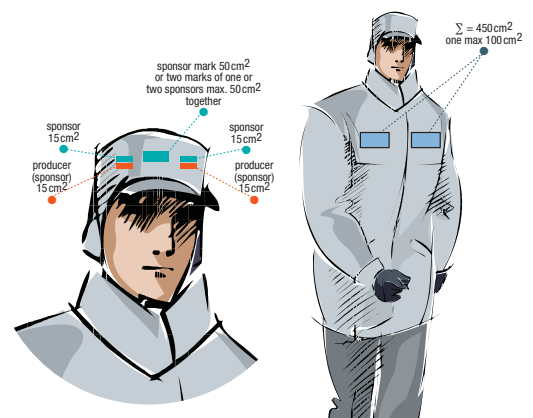
B.7. Advertising on OC staff members

Advertising by sponsors and by manufacturers is permitted on the forehead part of the official headgear with a total area of 50 cm², and on two surfaces each with a maximum area of 15 cm² on the sides.

The surface on the forehead part may have a maximum of 2 trademarks. An event venue may be placed on the hat or headgear instead of a sponsor or manufacturer.

On the outdoor clothing of the OC staff members, advertising by sponsors, the event venue and the manufacturer is permitted with a maximum total surface area of 450 cm². This total surface area is divided up into several smaller surface areas, where each smaller surface may however have a maximum size of 100 cm². Consideration is to be given to the exclusivity rights of the IBU sponsors as far as practicable.

This regulation applies from the 2007/2008 season on.



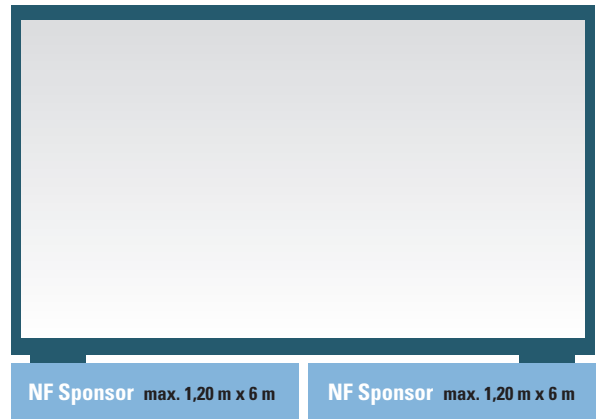
B.8. Competition facility area

B.8.a. General facility area

B.8.a.1. Video walls (start area/course/finish area) ▲

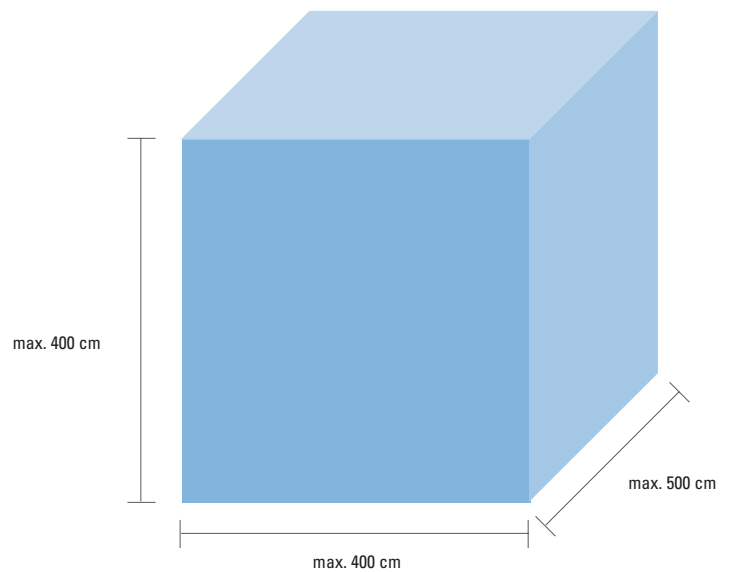
A maximum of two NF Sponsors can be shown.

(For sizes, position and surface areas see picture, right.)



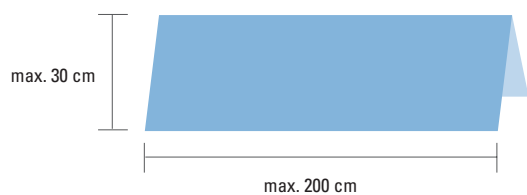
B.8.a.2. Inflatables ■

Max. 5 different inflatables (3 for IBU sponsors, 2 more reserved for the IBU) having the maximal size of 5 x 4 x 4 m each. The location of such inflatables shall be outside of the actual competition area in close proximity to the respective board(s) and may not be between the camera and the action on screen, in agreement with the host broadcaster.



B.8.a.3. Ground control elements ▲

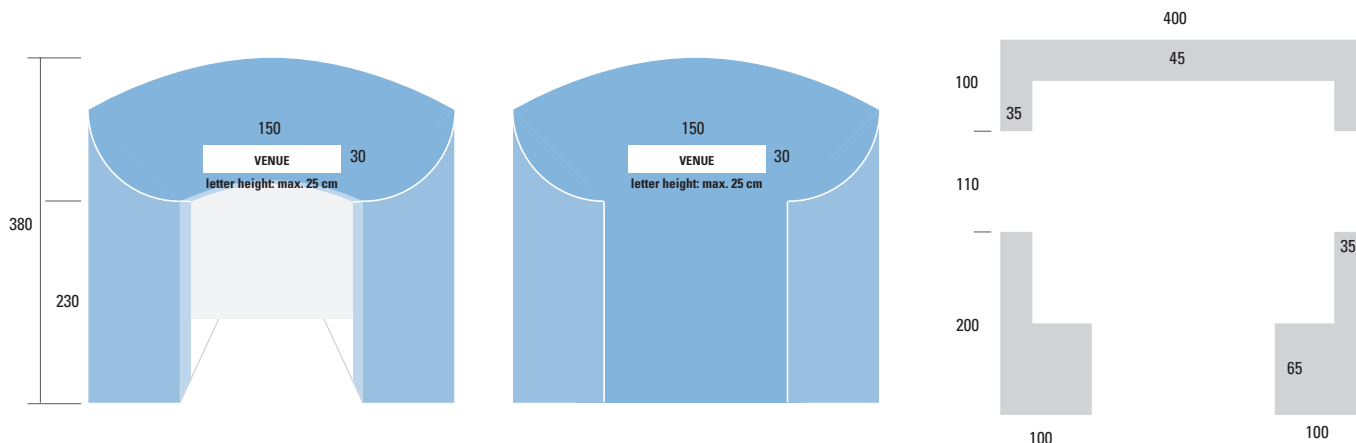
Ground control elements, the number of which will depend on the necessity of competition-related restrictions, may not exceed a height of 30 cm.



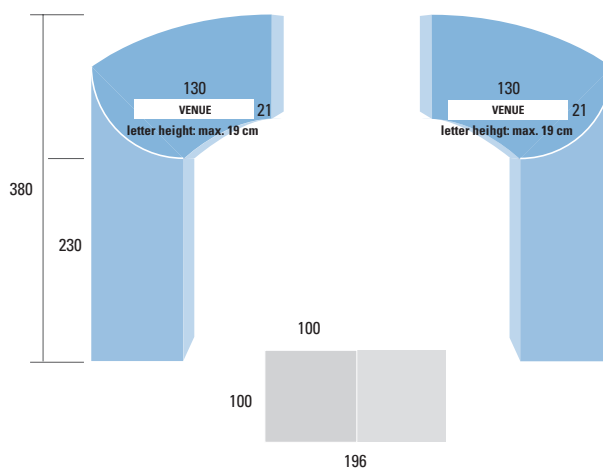
B.8. Competition facility area

B.8.b. Start area

B.8.b.1. A start installation in accordance with the graphics drawn to scale for the Individual Competition and the Sprint competition. (Form and design could be changed given the approval of the IBU).



A start installation in accordance with the graphics drawn to scale for the Pursuit competition, Relay competition and Mass Start competition.



The start house will be removed after the start of the last competitor.

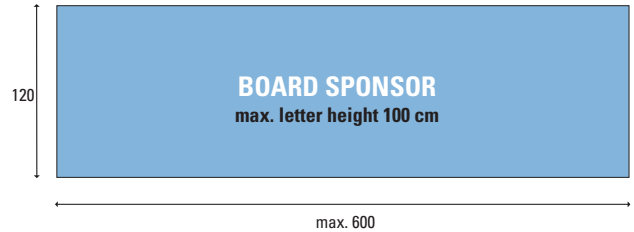
(Explanation for both start installations: the name of the venue and the year of the event may be printed on the start installation. Apart from this, only IBU sponsors may be shown on the start installation.)

(For sizes and surface areas, see pictures to scale.)

B.8. Competition facility area

B.8.b. Start area

B.8.b.2. Start board, maximum 6 m long ● ■ ▲



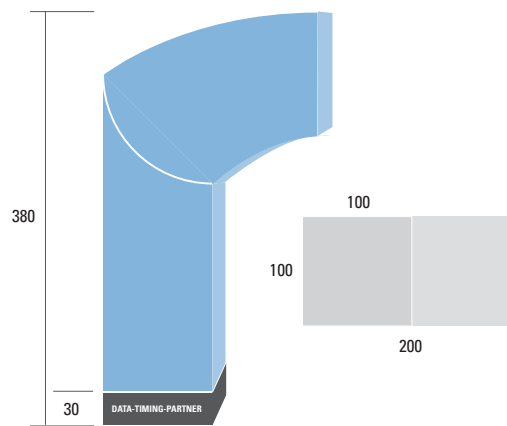
B.8.c. Course

B.8.c.1. Intermediate time keeping ● ■ ▲

devices 1-3 as shown on graphics

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

(For sizes and surface areas, see pictures right.)



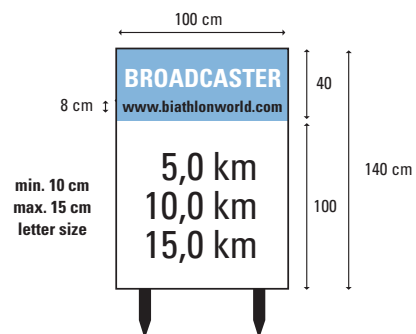
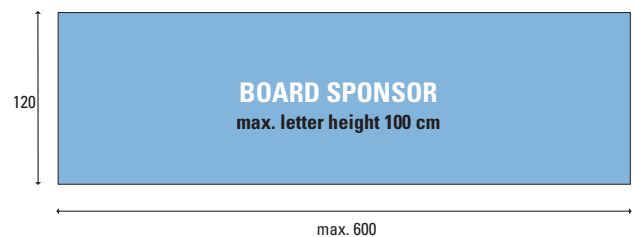
B.8.c.2. Board on course, maximum 6 m long ● ■ ▲ ◆

(Explanation: for one camera position, not more than 3 boards of one of the 7 maximum permitted sponsors (including the IBU data and timing partner), including the IBU car pool may be visible at the same time).

Board advertising by the Organizing Committee is permitted only by unilateral camera(s) under the conditions mentioned under B.8.a. above.

B.8.c.3. Distance signs ▼

(Explanation: directly beside the intermediate time keeping devices, in a letter size of at least 10 cm, max. 15 cm and offering the internet address biathlonworld.com in favor of the host broadcaster and provided by him).



B.8. Competition area

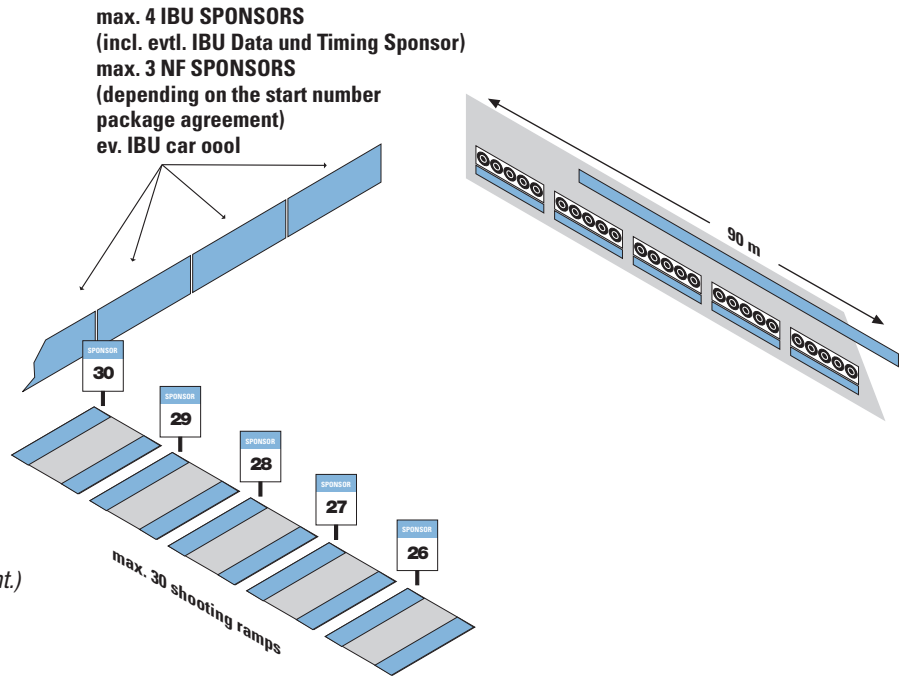
B.8.d. Shooting range



On the shooting range the National Federation is authorized to use advertising surfaces on the left hand and right hand berms (side walls) and on the bullet catch surface above the targets for the advertisement of own sponsors and advertising partners, provided the total number of sponsors within the swiveling range of the TV cameras remains limited as shown above under B.8.a. and depending on the concrete start number package agreement, as well as on the site conditions, camera positions and concrete geographical conditions of the shooting range).

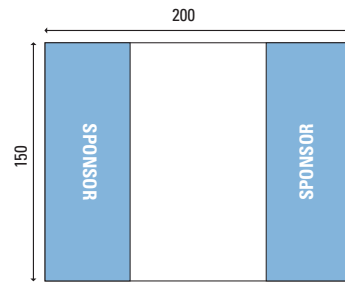
The IBU Race Director together with APF will determine the sequence of the sponsors. In addition, this advertising of own sponsors and advertising partners is permitted on every third of a total of 30 delimitation aids (e.g. T-posts) separating the shooting lanes in a maximum size of 70 cm² and a maximum letter height of 5 cm.

(For sizes and surface areas, see to scale pictures, right.)



B.8.d.1. Shooting range berm

Boards horizontally positioned to the athletes, to the left and to the right 4 for IBU sponsors, incl. 1 x data and timing partner if applicable, and/or 1 for the IBU car pool and max. 3 for sponsors of the National Federation, depending on the start number package agreement.



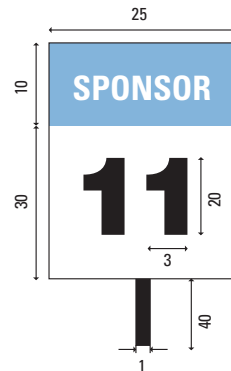
B.8.d.2. Shooting mats

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

B.8.d.3. 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 which is 40 cm high measured from the snow surface to the bottom edge of the number plate.

(Explanation: The National Federation ensures the availability of an empty surface 25 x 10 cm on each shooting lane number to accommodate the IBU advertising)

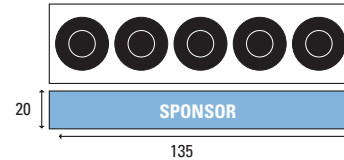


B.8. Competition facility

B.8.d. Shooting range

B.8.d.4. Advertising underneath the targets ■

(For sizes and surfaces, see pictures, right.)



B.8.d.5. Advertising above the shooting range ■ ● ▲ ◆

The advertising on the bullet catch surface above the targets, as far as it is not situated within the swiveling range of the TV cameras, is delegated to the National Federation for own sponsors and advertising partners on a total length of 90 m, the advertising surface being 1.20 m high, the letters not higher than 1 m. Whether such NF advertising is possible depends on the concrete start number package agreement, as well as on the site conditions, camera positions and concrete geographical conditions of the shooting range. In any case the indication of the name of venue is allowed in the same size.

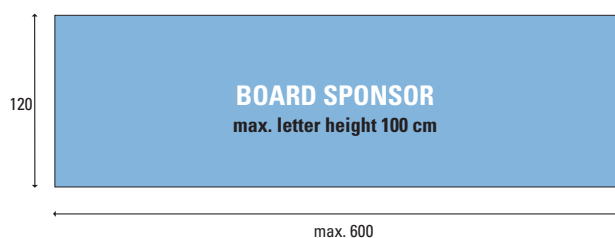
B.8. Competition facility area

B.8.e. Penalty loop

B.8.e.1. Penalty loop boards

(Explanation: In relation of 4 (IBU sponsors, incl. IBU data and timing partner if applicable) and 3 (sponsors of the National Federations, depending on the start number package agreement).)

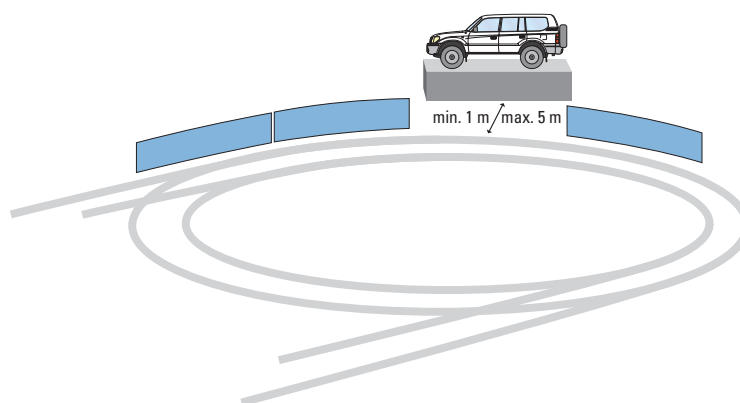
(For sizes and surface areas, see pictures, right.)



B.8.f. Vehicle presentation platform

The IBU car pool may erect as product placement a vehicle presentation platform outside the penalty loop in a distance of min. 1 m and max. 5 m behind the flight of the boards or in a comparable place as agreed by IBU, APF and EBU/Host Broadcaster. On the front side a clothing of the platform showing the producer of the car is admissible (6 m wide, 1 m – 1.20 m high).

On the vehicle, the make of the vehicle may be seen, having the maximum dimensions of 30 cm x 150 cm and a maximum letter height of 25 cm.



B.8.g. Relay hand over zone

Same as in finish area.

(Explanation: In relation of 4 (IBU sponsors, incl. IBU data and timing partner if applicable) and 3 (sponsors of the National Federations, depending on the start number package agreement).)

B.8. Competition facility area

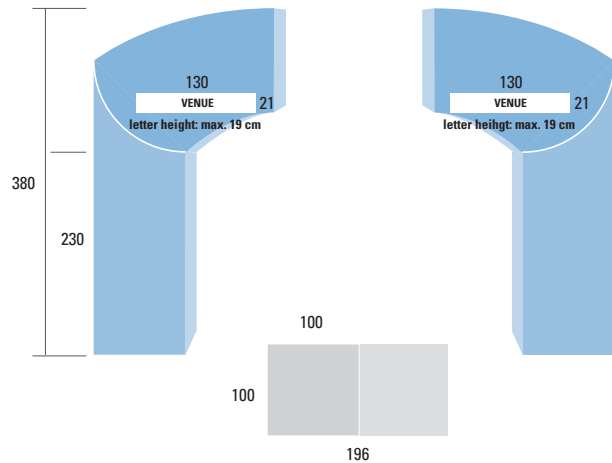
B.8.h. Finish area

B.8.h.1. Finish installation ■ ◆

Same as start installation graphics 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 installation. Apart from this, only IBU sponsors will be considered on the finish installation).

(For sizes and surface areas, see pictures, right.)



B.8.h.2. Board in finish area ■

(Explanation: In relation of 4 (IBU sponsors, incl. IBU data and timing partner if applicable) and 3 (sponsors of the National Federations, depending on the start number package agreement).)

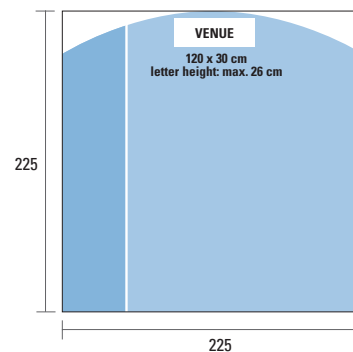
(See picture drawn to scale above under B.8.b.2.)

B.8.i. Media area

B.8.i.1. Boards in the media corridor ■

B.8.i.2. Unilateral wall ■ ● ▲ ◆

(For sizes and surface areas, see picture, right; provided by APF.)



B.8. Competition facility area

B.8.j. Flower ceremony area



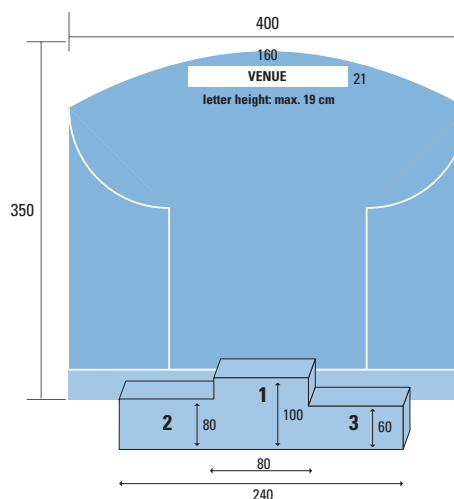
B.8.j.1. Advertising wall (behind victory podium)

(Explanation: 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. Apart from this, only IBU sponsors will be considered.)

(For sizes and surface areas, see picture, right.)

B.8.j.2. Victory podium

(Explanation: on the victory podium, the name of the venue may be printed on a surface 25 cm high and 80 cm broad with a letter height of 20 cm).

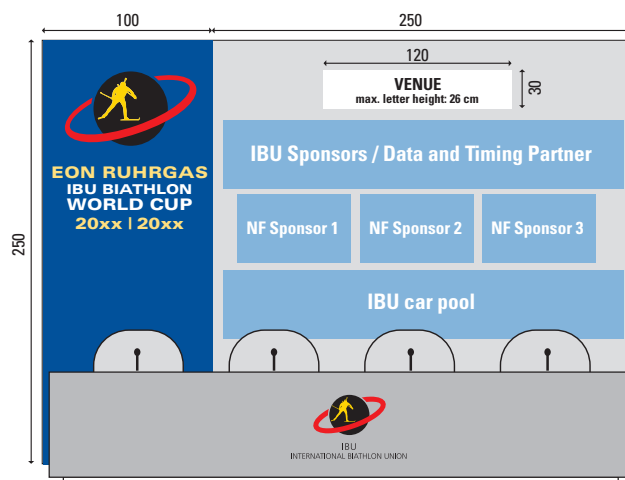


B.8.k. Press conference wall



(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. In addition, the logos of the IBU sponsors, IBU partners, IBU outfitter and the sponsors of the National Federations are considered. APF is responsible for the co-ordination).

(For sizes and surface areas, see picture, right.)



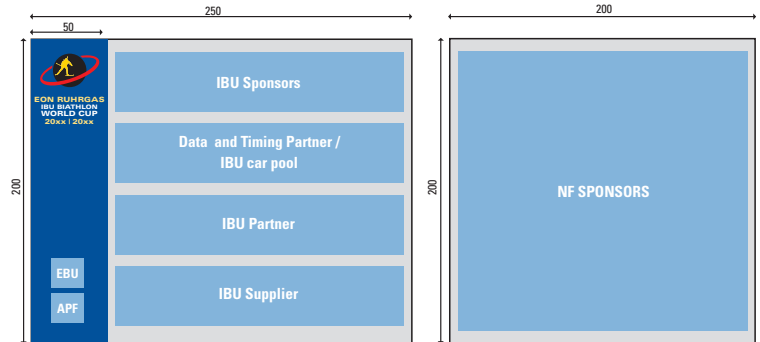
B.8. Competition facility area

B.8.1. VIP tent



An overall board displaying the IBU sponsors, the IBU contracting partners, the IBU partners, the IBU car pool, the IBU outfitters, the IBU data and timing partner if applicable, as arranged by the IBU with the dimensions 2 x 2 m and positioned by the IBU, first priority at the entrance and in the IBU room. An overall board for the National Federation as arranged by him, in the dimension 2 x 2 m, second priority.

(For sizes and surface areas, see picture, right.)



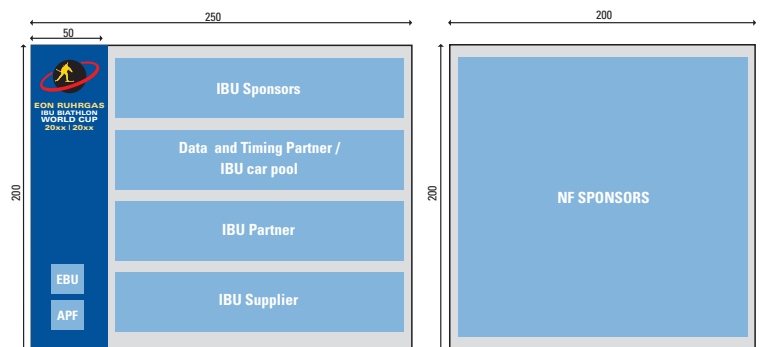
B.8.m. Other facility areas



At least one overall board showing the IBU sponsors, the IBU contracting partners, the IBU partners, the IBU car pool, the IBU outfitters, the IBU data and timing partner if applicable, as arranged by the IBU in the dimension 2 x 2 m and positioned by the IBU, first priority preferably at the most central entrance area within the field of view of the flows of spectators.

At least one overall board for the National Federation as arranged by him in the dimension 2 x 2 m in second priority.

(For sizes and surface areas, see picture, right.)



B.9. Action area outside the competition facility

The action area outside the competition facility includes those areas that are not part of the competition facility, however hosting official type actions, that are related to the IBU event within the period 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.).

B.9.a. Logistic offices

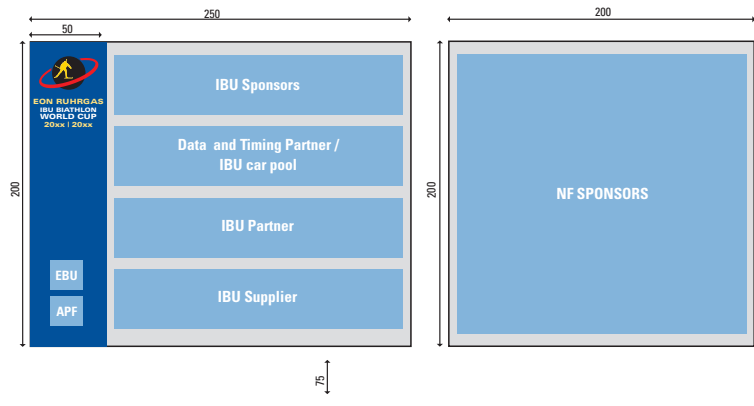


Advertising in the competition office, transport office, accreditation office

At least one overall board showing the IBU sponsors, the IBU contracting partners, IBU partners, the IBU car pool, the IBU outfitters, the IBU data and timing partner if applicable, as arranged by the IBU in the dimension 2 x 2 m and positioned by the IBU in first priority.

At least one overall board for the National Federation as arranged by him in the dimension 2 x 2 m in second priority.

(For sizes and surface areas, see picture, right.)



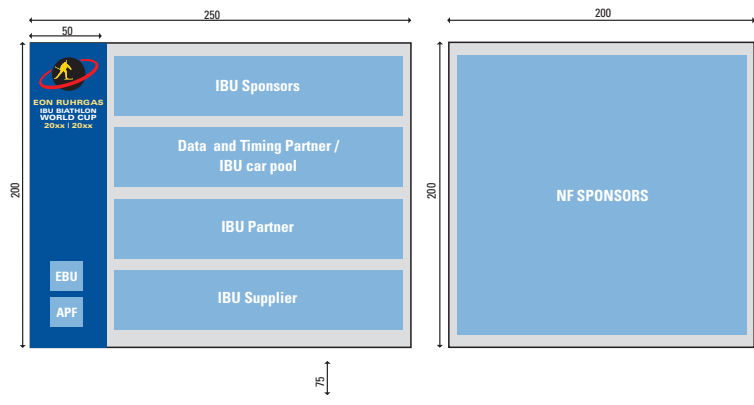
B.9.b. Team captains meetings / press and sponsor receptions



At least one overall board showing the IBU sponsors, the IBU contracting partners, the IBU partners, the IBU car pool, the IBU outfitters, the IBU data and timing partner as arranged by the IBU in the dimension 2 x 2 m and positioned by the IBU in first priority.

At least one overall board for the National Federation as arranged by him in the dimension 2 x 2 m in second priority.

(For sizes and surface areas, see picture, right.)



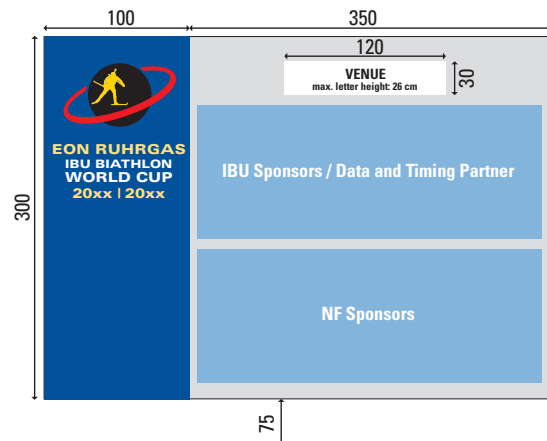
B.9.c. Victory ceremony and hand-out of start numbers and similar public appearance



B.9.c.1. 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. Apart from this, only IBU sponsors and sponsors of the National Federations will be considered).

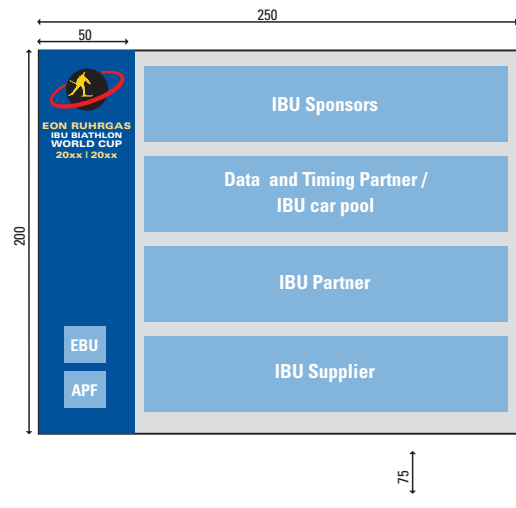
(For sizes and surface areas, see picture, right.)



B.9. Action area outside the competition facility

B.9.d. Official press conferences of the IBU at IBU events

An overall board showing the IBU sponsors, the IBU contracting partners, the IBU car pool, the IBU partners, the IBU outfitters, the IBU data and timing partner if applicable, as arranged by the IBU in the dimension 2 x 2 m.



B.10. TV insert

TV insert data timing as static and/or dynamic flash animation identifying the IBU data and timing partner on the screen in a length of time in accordance to Annex 7 of the IBU/EBU contract.



B.11. Results Reporting

The IBU reserves her right to report on the results of the WCH and WC herself or via APF in the electronic media in whatsoever existing and/or future technical form and the right to license respective programs of all kinds.