ITU
WORLD TRIATHLON
SERIES
ITU
LOC
REQUIREMENTS

ITU WORLD TRIATHLON SERIES TECHNICAL, PROTOCOL AND MEDIA MANUAL

(VALID FOR THE 2015 ITU WORLD TRIATHLON SERIES EVENTS)

THIS DOCUMENT SUMMARISES THE KEY INFORMATION REQUIRED TO DELIVER AN ITU WORLD TRIATHLON SERIES EVENT.

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ITU
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SERIES

SECTION A: OVERVIEW OF SERIES AND THE MANAGEMENT TEAM

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1. INTRODUCTION:

1.1 The ITU World Triathlon Series (WTS) brings together the world's premier triathlon events. The series is wholly owned by the International Triathlon Union (ITU), the world governing body of the sport. ITU will use its highly experienced staff to support each Local Organising Committee (LOC) in delivering a world class event. ITU will provide key operations staff to support the event (outlined below) during its operation.

1.2 The ITU World Triathlon Series is developed in collaboration with Lagardère Unlimited Events (LUE), subsidiary of Lagardére Unlimited, will partner with ITU in producing the series, forming a professional and highly experienced Series Management Team (SMT).

1.3 The Objectives of the Series Management Team (SMT) are:

a. To form a management partnership with the Local Organising Committee (LOC) and the Host City (HC) and support the LOC in reaching the world class standards consistent with each event in the series.

b. To collaborate closely with the LOC, the National Federation (NF) of the country and the Host City (HC). In addition to this document, the ITU Event Organisers' Manual, the WTS Sponsorship and Event Design Guide, the WTS LOC Requirements for Media, Timing and Television and the ITU Protocol Manual: Events Section, will be used as a working documents by the LOC and include all the necessary additional information to deliver the event details. Executing the details is a matter of agreement with ITU, the Team Leader (TL) and the ITU Technical Delegate (TD). All documents can be downloaded from www.triathlon.org.

c. To ensure the LOC complies with the ITU Competition Rules.

2. THE PRINCIPLES OF ITU WORLD TRIATHLON SERIES EVENTS:

2.1 A safe and fair environment for the athletes;

2.2 High quality events with consistent technical standards and brand consistency i.e. 'Look and Feel';

2.3 Spectacular events showcasing the city through media exposure and significant spectator audiences;

2.4 Deliver to a worldwide audience through live television, highlights shows and other media;

2.5 Opportunity to bring international visitors to the host city;

2.6 Deliver high quality opportunities and total satisfaction to sponsors;

2.7 Sport development opportunities and a legacy for the HC and NF;

2.8 Development opportunities for community with corporate participation.

3. KEY CRITERIA:

3.1 High quality events with a consistent brand and standards;

3.2 Elite events preferred on two separate days of the weekend with a multi-lap course;

3.3 Mass participation events managed according to the ITU Competition Rules and linked to the elite programme to create a major spectacle;

3.4 Venue set up in city center with grandstand and live TV on big screens;

3.5 Large numbers of spectators;

3.6 High Quality experience for all participants;

3.7 Test event to be organised before hosting the first WTS event. A World Cup level event is preferred, but to be agreed by ITU.

4. "THE TEAMS":

The roles and responsibilities of the LOC and SMT are outlined below. The ITU World Triathlon Series will bring a collaborative team of experts to support and deliver each event and work alongside the LOC.

4.1 The Series Management Team (SMT): The SMT will interact with the LOC event team on multiple levels. Below is a description of the SMT and their roles. Each SMT member will have additional staff that will be brought to the event to help the LOC:

a. ITU Director General and Sport Director: ITU is responsible for the general management and supervision of the entire series and is the primary liaison between LOCs and ITU.

The responsibilities of ITU are:

- Overall strategy, planning and organisation;
- Series approvals and recommendations;
- Coordinate host city bid process and event scheduling;
- LOC Contract negotiation and management;
- Series Marketing and Public Relations strategy;
- Athlete agreements and prize money recommendations;
- Maintain the technical standards throughout the whole series;

- Evaluation of event technical and commercial elements during bid process;
- Finalise naming structure.

b. Team Leader (TL): The Team Leader's responsibilities are:
- Confirm ITU Logo protocol on site;
- Ensure placement of the ITU ad in the Event Programme;
- Coordinate team meetings; set agendas, record and distribute minutes;
- Provide accreditation protocol management for the Field of Play;
- Deliver Officials' Development Programme;
- Manage the operation and delivery of ITU Event Protocols in coordination with the LOC;
- Ensure all LOC event insurance requirements;
- Identify Series Leaders at Events;
- Approves all commercial/advertising products such as brochures, posters, ads, web design, and merchandising;
- Implement the ITU Branding Requirements;
- Manage VIP requirements;
- Oversees all sport presentation matters on-site, which was approved by the ITU's Senior Manager of Sport Presentation, including facilities, equipment and run-sheets/scripts.

c. Technical Delegate (TD): An ITU TD will be assigned to each ITU World Triathlon Series event. The TD will be the first point of contact for all technical and competition matters. The TD will have a team on-site and will assign specific roles and responsibilities. This team will include the Assistant TD and a number of International and National Technical Officials. The TD will act as a link with the ITU Anti-Doping Director and elite athlete management services (entries and rankings). Other TD responsibilities are:
- Primary contact for all technical, competition and operational elements;
- Venue and course design including measurement, permits and approvals, infrastructure integrity, aid stations, communications, contingency plans;
- Coordination of officials, marshals, and volunteers;
- Manage the implementation of ITU Rules and Regulations for the Elite Competition;
- Safety management;
- Approval of accommodation, offices, facilities, functions and transportation;
- Approval of security plans;
- Medical management;
- Environmental management;
- Anti-Doping control management;
- Elite athlete registration, briefings and training facilities management;
- Timing and Results management;
- Age Group technical management;
- Oversee all LOC website information for accuracy and consistency;
- Post-event technical report filing.

d. Media Delegate:
- Oversee all ITU Media staff on-site and be the first point of contact for all media matters (non-TV);
- Approve all planned media facilities, media technical support and media hosting with TD and TL;
- Request and review all LOC media plans in cooperation with the TV Production Director;
- Develop and implement the ITU media plan for the event;
- Coordinate athlete interviews;
- Coordinate press services and manage SMT press team;
- Produce a post-event media report;Coordinate press services and manage SMT press team;
- Produce a post-event media report;
- Act as TV Production Advisor.

4.2 LOC TEAM:

a. Event Director:
- Overall management and coordination of the Event;
- Main contact person for the LOC on all important coordination activities and decisions.

b. Director of Venue and Technical Operations:
- Course selection and mapping;
- Secure permits and prepare the safety plan;
- Venue set-up and technical operations.

c. Director of Marketing and Sponsorship:
- Be familiar with the Sponsorship and Event Design Guide;
- Create a LOC marketing concept for the LOC sponsors that is in keeping with the Sponsorship and Event Design Guide;
- Provide the LOC sponsor material for the big screen and the announcers' scripts to the TL;
- Source on-site crowd entertainment features, performances and interactions.

d. LOC Media Director:
- Main contact to SMT Media Delegate and local media;
- Arrange pre-promotion of event;

- Organise all press and photo media on site in conjunction with SMT Media Manager;
- Organise press conferences in conjunction with SMT Media Manager;
- Provide the SMT Media Delegate with the post-race media monitoring report.

e. LOC TV Production Director:
- Main contact to SMT Media Delegate and TV Production Director;
- Organise the live TV production;

f. LOC Protocol Manager:
- Coordinate all ceremony-related requirements and protocol;
- Oversee flag protocol;
- Coordinate and produce all rehearsals with TL;
- Coordinate ceremony staff;
- Coordinate LOC presenters according to requirements with LOC Senior management.

5. ADMINISTRATION:

5.1 Official Language:

a. The official working language of ITU is English. However other languages may be used from time to time to help with communication.

b. If the local language is something other than English, the race announcers will provide at least 20% of the information in English.

5.2 Site Visits:

a. At least 2 site visits must be done prior to the Event. The first visit will be done during the bidding period and the second visit will be after the signing of the event agreement.
b. In cases where the event has taken place for more than 1 year, the number of site visits can be reduced.
c. Accommodation must be provided for the SMT during the whole duration of the site visit.
d. Documentation: During the 1st site visit, the following information should be available:
e. LOC team (organisation structure with experience of key members);
f. Environmental data (tides, weather forecast history, water quality, heat stress index, air pollution index);
g. Venue and course maps;
h. Required permits and approvals and event insurance;
i. Budget outline, including confirmed revenue streams.

5.3 Event Agreement:

j. The Event Agreement is required for all ITU World Triathlon Series Events. All provisions of the Event Agreement document are legally binding upon all LOCs that have been awarded an ITU World Triathlon Series Event.

k. ITU has the authority to ensure the implementation and interpretation of the Event Agreement document.

5.4 Insurance:

a. Event Liability Insurance and Event Cancellation Insurance are required as per the Event Agreement.

b. The LOC shall, at its cost, insure and keep insured with a reputable insurance company, a standard public liability and property damage insurance policy to cover the risks of insurable nature of the ER and the staging of the Event and the related events for an amount not less than US$ 10,000,000. The insurance policy will name, as insured, the LOC, ITU, the Global Partners, the ITU Executive Board and Staff, the ITU International Technical Officials, and the respective LOC directors, officers, agents, volunteers, employees and contractors.

c. Event Certificate of Insurance: The official certificate of insurance, with all additional insured added, must be provided to ITU at least 60 days prior to the start of the competition.

d. Athletes' Insurance: each competitor must acquire medical / travel insurance which offers the legal requirements for the country where the competition is being organised unless their NF has a license system including such coverage.

5.5 Scheduling:

a. The elite events should be hosted on two different competition day. The final competition schedule needs to be approved by the TD.

b. The LOC should allow 3 hours for each elite standard distance events, (considering the time for check in and checkout procedures). This time can be reduced to 2h45' if specific transition check-out procedures are used.

c. The LOC should allow 2 hours for each elite sprint distance events, (considering the time for check in and checkout procedures). This time can be reduced to 1h45' if specific transition check-out procedures are used.

d. The LOC should allow 3 hours if there is a separate paratriathlon event. (considering the check in and checkout procedures)

e. The duration of the Age group events should be decided by the Technical Delegate and the LOC, according to the limitations on the existing venue and the required wave start procedures.

f. Draft schedule:

Activities	Elite standard distance event	Elite sprint distance event
Athletes' lounge check in	1h15' to 30' before the start of the event	1h15' to 30' before the start of the event
Transition Zone Check in	1h to 15' minutes before the start of the event	1h to 15' minutes before the start of the event
Athletes' warm up on the FOP	1h to 15' minutes before the start of the event	1h to 15' minutes before the start of the event
Athletes' introduction	10' before the event	10' before the event
Race start	0 time	0 time
Transition zone check out	After the last athletes passed through the transition zone on the bell lap (the bikes will be checked out by the TOs if there is another event).	After the last athletes passed through the transition zone on the bell lap (the bikes will be checked out by the TOs if there is an event following)

g. The LOC and the NF are completely responsibility for the age group event and the international technical officials' team will not be involved in the specific event. However, the age group events should follow the ITU Competition Rules.

5.6 Registration:

a. All the registration deadline, eligibility, entry rules can be found in the ITU Competition Rules on www.triathlon.org.

b. Entry Fees and Payment: There is no entry fee for elite athletes in the ITU World Triathlon Series. The entry fee for Age Group athletes will be as stated in the Event Agreement.

c. In a case of paratriathlon event, the provision of an athletes' classification process must be considered according to the ITU Classification Rules and Regulations. The expenses for the ITU Classifiers may be covered by the LOC and/or the Host National Federation.

d. Paratriathletes participation: All paratriathletes entering an ITU event should have been classified by international classifiers. If they do not have this, they can race under a temporary classification. For more details please contact ITU.

5.7 Accountability:

e. The LOC is accountable for the following:
- Compliance with the Event Agreement;
- All contracts associated with local suppliers and sponsors;
- Budgets, payroll, purchasing and invoicing, insurance, athlete waivers, permits and approvals, water quality test, travel visas, reporting schedule and checklists;
- Accuracy of Website content: Each WTS event has a website provided by ITU of the format cityname.triathlon.org;
- The LOC must use this website as the primary event website;
- The site is to be maintained in English as well as the local language(s) as required by LOC;
- Event and race related changes and updates must be approved by the TL/TD before publishing;
- Please contact webmaster@triathlon.org for setup.

5.8 Permits and Approvals:

The LOC must:

a. Obtain written approval for the venue, and competition courses, including swim, bike, run, and transition, from all jurisdictions e.g. federal, regional, city, police, etc.

b. Have ITU's approval for all segments of the course which must be secured prior to awarding an ITU event.

c. Provide ITU with a water quality test during bid stage and leading up to the competition as per the ITU Competition Rules:

d. Sea and transition water: Levels of PH, fecal coliform, e-coli and toxic elements will be reported on all three reports.

e. Inland water: Levels of PH, fecal coliform, e-coli, toxic elements and blue-green algal blooms/scum (cyanobacteria) will be reported on all three reports.

f. Provide ITU with weather data, including air and water temperature, during the bid stage;

g. Provide ITU with tide tables, where applicable, during the bid stage;

h. Ensure that all temporary structures (pontoon, grandstands, stages, gantries etc.) are approved in writing by a Structural Engineer and adhere to the local fire marshal's code;

i. Provide proof that local hospitals and Emergency Departments are informed of the event and its associated road closures.

5.9 Reporting Schedule and Checklists:

The LOC must:

a. Be familiar with ITU schedules and checklists as outlined in the Event Organisers' Manual;

b. rovide reports upon the request of the SMT Team;

c. Provide reports to the SMT Team 45 days and 20 days prior to the event according to the relevant checklists.

5.10 SMT – LOC Site Meeting:

a. A series of on-site meetings will be scheduled during the week leading up to the event;

b. An agenda will be prepared by the Team Leader and the Technical Delegate;

c. The Team Leader, Technical Delegate, Media Delegate, TV Production Director, LOC Event Director and LOC Director of Technical and Venue Operations, LOC Director of Marketing, Sponsorship, Branding and Design will attend the first on-site meeting attendees;

d. Course and venue maps, branding plan, concept of course safety, staff and security operation plan including radio plan and protocol, event schedule including swim heats , medical plan, athlete services plan, contingency plans are required material for the meeting;

5.11 Event Week Meetings:

The event-week meetings will be confirmed and circulated following the first SMT – LOC on-site meeting. The following meetings will be scheduled:

a. TV Production Meeting;
b. Media Management Meeting;
c. Event Design Meeting;
d. ITU Protocol Meeting, including Sport Presentation, Opening and Medal Ceremonies, VIP Services and Accreditation meeting, Final Awards Banquet Meeting;
e. Rehearsal schedule for Sport Presentation and Medal Ceremony;

a. Technical, Timing and Results.

5.12 Travel Visas:

The LOC must:

a. Provide all necessary information and assistance for athletes and officials who require travel visas for entry into the host country;

b. Get the detailed travel visa information from the host country's customs and immigration department;

c. The LOC must post the detailed travel visa information on the event website. Upon receipt of applications for a travel visa, the LOC will liaise with the athletes/coaches'/officials' NF and ITU;

d. Not issue travel visa invitations without prior approval and confirmation of that the athletes, coaches and/or officials are in good standing with ITU.

5.13 Accreditation Protocol:

The LOC must:

a. Use the standardised accreditation design system, outlined in the Event Organisers' Manual;

b. Pay particular attention to both the precise design of the accreditation, the secure zone signage, and the implementation of an effective security team to manage and control the accreditation and security on site;

c. Only accredit the approved coaches' accreditation list that ITU will announce 5 days before the event. Only coaches listed on this list can receive accreditation. All other requests should be directed to the TD;

d. Only accredit the approved team medicals' accreditation list that ITU will announce 5 days before the event. Only team medicals listed on this list can receive accreditation. All other requests should be directed to the TD;

e. The final plan and proposed accreditation cards, zone control signage and venue accreditation plan/flows must be submitted to TD for approval 60 days in advance of the event.

6. SERVICES:

a. 6.1 Staff and Volunteer Services:

b. The event should have adequate paid staff to meet the requirements of hosting an event of this caliber.
c. Volunteers: First recruit personal contacts of LOC committee members as they often provide the most reliable resources.
d. Specific training should be provided to:
e. Field of Play volunteers;
f. Athlete Services volunteers;
g. Medical and Anti-Doping volunteers;
h. VIP Hosting volunteers;
i. Transportation volunteers;
j. General Information volunteers.
k. Volunteers should have a general understanding and awareness of all aspects of the event. Volunteers are the 'Face' of the event and represent the local community to the world.

6.2 Athlete Services:

a. The most important people at the event are the athletes. Their overall view of the event will be reflected not just in the race but in the consideration that has gone into anticipating their needs.

b. Basic Athlete Services to be provided by the LOC include (free of charge for the Elite athletes):
- Airport Transportation: including provisions for bike transportation;
- Athlete Services: information booths at the airport, hotels and venue;
- Accommodation Services: adequate distribution of information on all available accommodation;
- Internet Access: booths in hotel lobby and at registration facility;
- Medical services: Information provided on medical emergency services, massage and physiotherapy services;
- Training Services: Access to the swim, bike and run courses for pre-event training is mandatory. There needs to be a separate plan for Age Group competitors and Paratriathletes. Swimming pool facilities will be required for 2 sessions daily during the lead up to the Elite races. The schedule must be approved by the Technical Delegate.
- Course Familiarisation: Escorted tours of the swim, bike and run course with adequate traffic control;
- Bike Mechanic: provide service for all competitors;
- Uniform Printing services.

6.3 VIP / Sponsor Services:

c. A VIP / Sponsor Hosting Plan must meet the following minimum requirements:
- Scheduled VIP Airport Transportation (Pick Up & Drop Off);
- VIP accreditation should be provided to all VIP level sponsors and guests. Invitations will be issued to the on-site VIP Tent and to all social functions as per Event Agreement and the Sponsorship and Event Design Guide;
- VIP Transportation to race venue and to social functions as required;
- Sponsor Package and/or special event souvenir should be packaged for all sponsors and VIPs and must include a detailed Event Schedule;
- Special consideration must be given to any planned presentations to sponsors and/or VIPs and should be approved by the TL.

6.4 Spectator Services:

a. Road closures will often result in extra considerations for getting spectators on site. It is essential that access information is well communicated to spectators. A public awareness campaign must be part of the event planning process and must be approved by the TD;

b. Information volunteers should be located at all major site access points and in the central hub area of the venue.

6.5 Technical Officials Services:

a. ITU will provide the NF/LOC with a list of local technical officials 45 days before the event. The list will include all Field of Play officials, as well as the chief race official. The list is subject to change by ITU;

b. The LOC will provide all ITU and NF officials with the same race package as given to competitors, i.e., event t-shirt, tickets to all events, and sponsor gifts.

SECTION B: TECHNICAL & VENUE OPERATIONS

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1. TECHNICAL OPERATIONS:

1.1 General:

a. This section combines the duties of the Technical and Venue Operations. All these operations should cover both elite and age group events with different requirements:

b. Registration:
- Age Group Athletes, Paratriathletes and Coaches/Managers;
- Elite Athletes and Coaches;
- Team Medical.

c. Briefings:
- Elite Athletes;
- Elite Coaches;

d. Age Group Athletes;

e. Paratriathletes.

1.2 Venue Operations:
The Venue must be presented in a manner that showcases an event of World Championship status. A detailed description of the required venue layout, equipment list and procedures can be found in the Event Organisers' Manual. The venue includes:

a. The transition area and the finish area in a 'stadium-like' design;

b. Large area for grandstand;

c. A large television screens and scoreboards.

d. Elite athletes area;

e. Age Group athletes area;

f. Expo and spectators area;

g. Operation area.

1.3 Field of Play:

a. Number and length of laps:
- Elite Standard: 1500m swim (2 laps, preferably, 1000m + 500m) / 40km bike (6 to 10 laps) / 10km run (3 to 4 laps)
- Elite Sprint: 750m swim (1 laps) / 20km bike (4 to 6 laps) / 5km run (2 laps)
- Age Group Standard Distance: 1500m swim(1 lap) / 40km bike (1 to 3 laps) / 10km run (1 to 2 laps)
- Age Group Sprint: 750m swim (1 lap) / 20km bike (1 to 2 laps)/ 5km run (1 to 2 laps)
- Paratriathlon: 750m swim (1 lap)/ 20km bike (1 to 4 laps)/ 5km run(1 to 2 laps)

b. Swim Course:
- The number of waves, the number of athletes per wave and the time differences between the waves will be determined by the TD in consultation with LOC;
- The swim start area will be defined by hard crowd control fencing (minimum 1 meter high) providing the competitors with a buffer from media and spectators;
- The warm up area for age group athletes and paratriathletes must be separate from the swim start and race course;
- Start Platform:
  (i) A stable platform for a dive start is required for the elite events;
  (ii) A platform beach start is acceptable only if there is no possibility of a dive start;
  (iii) Swim pontoon/platform specifications are a minimum of 60m x 3m;
  (iv) The height of the pontoon is ideally between 0.2m and 0.5m;
  (v) The space per athlete must be a minimum of 0.75m;
  (vi) The swim platform will be completely covered in "blue" carpet.
- A pre-start line for the swim platform will be provided by the SMT;
- The age group start will be an in-water start unless otherwise directed by the TD;
- The paratriathlon start will be in-water;
- Turn Buoys:
  (i) The turn buoys are, 1,7m in diameter and not less than 2,5m in height;
  (ii) An 'Olympic- style' banana buoy is preferred at each turn measuring 5m long x 1m diameters;
  (iii) Sight buoys should be 1,2m long X 0,7m diameter.
- The swim exit is at least 5m wide, and can be either a ramp or steps. The gradient of the exit must be approved by the TD;
- Water Quality:
  (i) The water quality test results must be submitted to the Technical Delegate as per the ITU Competition Rules;
  (ii) Additional test should be provided upon the TD's request;
  (iii) Water Quality Tolerance Limits can be found in the ITU Competition Rules.
- Swim Course Personnel: a detailed description of required, personal, equipment and procedures can be found in the Event Organisers' Manual.1.4 Transition Area :

c. Elite Transition:

- Minimum width: 10m;
- Minimum length: 60m;

d. Age Group / Paratriathlon Transition: Minimum 3m²/athletes and 6m²/paratriathlete;

e. Paratriathletes pre-transition area:
- Required for safely removing these athletes from the swim course;
- Swim exit handlers should be provided by the LOC;
- A detailed description of required paratriathlon personnel, equipment list and procedures can be found in the Event Organisers' Manual.

f. Individual bike racks are mandatory for elite athletes;

g. Carpet is required in the elite transition area and must extend to the swim exit. The TD will approve the areas of the transition area that must be carpeted for the age group athletes.

h. A detailed description of required transition area personnel, equipment list and procedures can be found in the Event Organisers' Manual.

1.5 Bike Course:

a. General requirements:
- Preferred width: 6m;
- Must be secure and totally closed from traffic for all categories;
- The road surface must be hard, smooth and without debris or other hazards;
- The course should avoid railroad tracks, bridges with grates, drawbridges etc.;
- Separation of a two way traffic on the same road shouldn't be considered;
- Hard fencing is required:
- (i) In high traffic areas;
- (ii) On the road leading in and out of transition at least 400m;
- (iii) All corners;
- (iv) To fix sponsor boards and banners in accordance with branding plan.

b. A detailed description of required bike course personnel, equipment list and procedures can be found in the Event Organisers' Manual.

1.6 Wheel Station:

a. A minimum of two wheel stations must be provided;

b. The wheel stations have to be be equipped by LOC with bike racks and wheels;

c. Detailed description of required wheel station personnel, equipment list and procedures can be found in the Event Organisers' Manual.

1.7 Lap Counting:

a. Lap verification is needed to control the bike and run laps;

b. The lap counting board should be visible to the announcer and should be 1m high x 0.75m wide;

c. This board will indicate the number of laps remaining for the race leader.

1.8 Run Course:

a. General requirements:
- Course width: preferably 3m;
- For all competition categories the entire course must be secure and completely closed to traffic;
- The road surface must be hard, smooth and without debris or other hazards;
- The course should avoid railroad tracks, bridges with gates, drawbridges etc.;
- Hard fencing is required:
  (i) In high traffic areas;
  (ii) On the road leading in and out of transition at least 400m and on all corners.

b. Age Group/ Paratriathlon:
- Hard fencing is required;
  (i) In high traffic areas;
  (ii) On the road leading in and out of transition at least 400m;
  (iii) All corners.

c. A detailed description of required run course personnel, equipment list and procedures can be found in the Event Organisers' Manual.

1.9 Aid Stations:

a. Swim Exit: an aid station is required at the swim exit for age group competitions;

b. Bike Course: There are no aid stations on the elite bike course. One aid station may be required at 20km point of the age group and paratriathlon bike courses.

c. Run Course: Aid stations should be a maximum of 1.25km apart throughout the run, unless more are requested by the TD;

d. Dimensions: Aid stations should 30m in length for elite competitions and 40m in length for age group and paratriathlon competitions;

e. Elite competitions: sealed water bottles must be provided as follows: 2x500ml water bottles per athlete per aid station per lap;

f. Age Group and Paratriathlon competitions: water and sport drink is required;

g. Clear and visible signage indicting the specific drinks area is required. The tables should be separated and clearly marked.

h. The aid station in the finish/recovery area must offer different kinds of drinks, nutrition bars, fruit and other products as an appropriate athlete service.

i. In case of Anti-Doping control at the age group/paratriathlon events, the LOC needs to provide sealed drinks and water bottles.

1.10 Penalty Box:

a. The number and exact placement of the penalty box will be determined by the TD;

b. The area must be secured.

c. Clear signage, 2m high, needs to be marked at the area and at an advance position 50m to 100m before the penalty box.

1.11 Finish Area:

a. Must be completely secured with a solid fence a minimum of 1m tall;

b. Finish Chute: no less than 100m in length and 5m in width;

c. Photo Stand: 15m behind the finish line. A 5 tier stand 3m to 4m in width must be placed directly behind the 15m clean finish area.

d. The recovery/medical area must be within 50 m and must be clearly separated from the media area.

e. Mixed Zone: must be secure and adjacent to the finish area with sufficient space for media to interview athletes;

f. Spectator grandstands are required.

g. Big screens and scoreboard should be in full view of the grandstands.

h. A covered raised platform for sport presentation should be close to the finish area to provide adequate view of the entire stadium area and the big screen for race announcers and race management.

i. The podium must be set up so the medal presentations take place while the race is still in progress.

j. A detailed description of finish area design, requirements, personnel, equipment list and procedures can be found in the Event Organisers' Manual.

1.12 FOP signage:

a) The LOC will provide the following signs according to the ITU specifications, but limited to:
- Directional;
- Pedestrian crossing points;
- Wheel stations;
- Aid stations;
- Km markers;
- Littering zones;
- VI free leading zones;
- Penalty box;
- Coaches areas.

2. MEDICAL MANAGEMENT:

2.1 A complete medical plan must be approved by the Technical Delegate. A detailed plan from a certified Doctor should be submitted to ITU which will include:

a. FOP medical plan;
b. Medical Centre layout;
c. Medical Centre equipment;
d. Number of medical personnel;
e. Number of ambulances and their location;
f. Emergency procedures;
g. Hospital information;
h. Procedures to involve foreign medical team personnel.

2.2 A detailed description of required medical personnel, equipment list and procedures can be found in the Event Organisers' Manual.

2.3 In case of accident the adequate transportation of the athlete from the course to the hospital is the responsibility and cost of the LOC.

3. ANTI-DOPING CONTROL:

3.1 In-competition: Provision must be made to provide Anti-Doping Control at the event.

3.2 WADA Code: The ITU Anti-Doping Rules comply with WADA Code. See www.triathlon.org for the ITU Anti-Doping Rules and other relevant information or click here.

3.3 Anti-Doping Control Facilities: Anti-Doping control facilities for in-competition (following the event) and out-of-competition (prior to the event) must be provided. An on-site, in-competition facility must be ready for use immediately following the event. As well, an out-of-competition facility needs to be ready for use a specified number of days before the event.

3.4 Number of Anti-Doping Control Tests:

a. For WTS events 20 urine tests (ten per gender); and 6 blood tests (3 per gender) are required in accordance with the ITU Anti-Doping Control Rules and the ITU-LOC-HC contract. A minimum of half of the urine tests should include EPO.

4. FACILITIES, EQUIPMENT AND VOLUNTEER REQUIREMENTS:

4.1 Facilities: the following are required

a. Athletes' Lounge;
b. Recovery Area;
c. Medical Centre;
d. Volunteers' Tent;
e. Venue Control Centre;
f. Technical Officials' Lounge;
g. Media Centre;
h. Timing and Results Office;
i. Sport Presentation booth;
j. TU Media Room;
k. VIP and VVIP Area;
l. Spectator Grandstands;
m. Clean & Waste Compound;
n. Logistics/ Operations Compound;
o. Operations Office;
p. Classification Rooms (as per ITU Classification Rules and Regulations).

4.2 Communications: Power, internet, IT support and communication equipment will be provided by the LOC that will enable WTS personnel to cover the event.

a. The LOC should be aware of the cost associated with Timing and Communications (radios, phones) as described in this document, the ITU-LOC-HC contract and Event Organisers' Manual.

b. The timing and results service company must be approved by ITU.

4.3 SMT Office: LOC will provide as follows:

a. Room size: minimum 50m²;
b. Available from Wednesday before the event to Monday after the event (five days);
c. High speed internet connection;
d. Printer and photocopy machine;
e. Refreshments;
f. Tables and chairs for 15 people (for WTS events);

4.4 Athletes briefing:

a. A separate athletes' briefing should be provided for each competition category: elite; paratriathlon; and age group. An additional coaches' meeting may be requested by ITU.

b. Room Size and Set-up:
   - Auditorium for 200 people;
   - 4 tables for athlete registration and check-in;
   - Paper and pens;
   - High speed internet connection;
   - Refreshments for all athletes;
   - Head Table with 6 chairs and a speaker's stand;
   - PA system and AV projector.

c. Timetable: Two days before the event from16h' 19h;

4.5 On-site Media office:

a. Adjacent to the finish area;
b. Access to live video feed;

c. A stable high-speed wireless internet connection available venue wide.
d. Tables and chairs for 6 people;
e. Refreshments;
f. Provision for meal service during working hours during event preparation and throughout the competition days.

4.6 Press Centre:

a. Size and Location: on-site for general media that is a minimum of 100 m²;

b. Equipment:

A stable high-speed internet connection and router / switch with enough ports for the expected number of media;
- High speed printing facility and photocopier;
- Notice board;
- Refreshments;
- TV with live video feed.

4.7 LOC Race Information and Accreditation Office:

c. Size, Location: On-site and open from Thursday before the event to Monday after the event;

d. Equipment:
- Phone, FAX and high speed internet connection;
- Printer and photocopy machine;
- Refreshments.

4.8 Volunteer Requests:

a. The LOC should provide the following volunteers to the SMT:
- 3 volunteers to assist the media manager;
- 3 volunteers for Triathlon News Service to capture flash quotes from finishing athletes;
- 4 volunteers to assist the global graphics provider;
- 4 volunteers at the elite athletes' registration for briefing and race day);

5. TRANSPORTATION PLAN:

5.1 The Plan: A coordinated transportation plan, must be provided, at the LOC cost to and from the airport:

a. For elite athletes and elite coaches;

b. For SMT and ITU Staff.

5.2 Other transportation: must be provided as follows for ITU World Triathlon Series Staff:

a. 6 to 8 bicycles for easy transportation between hotel and venue;

b. In case the venue is not in walking distance, cars/minivan to be agreed and provided;

c. 5 motorbikes with drivers for the elite events:
- ITU photographer (1);
- Pool photographer (1);
- ITU Technical Officials (3);
- The number of motorbikes with drivers that the LOC should provide for the age group competitions will be determined by the ITU TD following the site visits.

d. A total of 5 boats need to be provided to the SMT by the LOC for the swim course operations:
- ITU Technical Officials (2);
- Media (1);
- Broadcasters (2).
- The number of boats with drivers that the LOC should provide for medical and rescue will be determined by the ITU TD following the site visits.

1. Note: The numbers required above may be changed by ITU according to the distance from the host hotel to the venue or the complexity of the courses and the competition schedule.

6. ACCOMMODATION REQUIREMENTS:

2. The following rooms are to be provided free of charge by the LOC. The number of rooms and nights can differ depending on specific requirements of each event.

6.1 ITU Host Hotel Accommodation:

a. Total room nights required:
- Single room: 79
- Double room: 16

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TYPE OF ROOMS	# OF NIGHTS	# OF ROOMS
Single	4	2
Single	5	3
Single	7	8
Double	6	6

b. Breakfast needs to be included in the room nights.

c. ITU will provide information regarding the accommodation to the LOC:

d. 30 days out deadline: estimated numbers and rooming list,

e. 10 days prior to the event: final numbers and rooming list.

f. The SMT Office should be located at the host hotel.

6.2 Sport Expo Facilities:

a. Optionally a 3mx3m booth space must be provided free of charge to ITU.

b. The space must be uniformly laid out and approved by the TL. It will include the following:
- Power and water source provided;
- Flooring (depending on the venue surface);
- Internet facilities;
- 24 hours Security.7. Communication Plan:

7. COMMUNICATION PLAN:

7.1 The Link: The Communication Plan provides the critical link between the various functional areas of the race to ensure smooth and safe movement of athletes, spectators, and vehicles.

7.2 Radios: Nine radio talk groups will be used on race day. Other support groups will use their own radio frequencies:

a. Technical Officials talk group;
b. Executive talk group;
c. Medical talk group;
d. Race talk group;
e. Security talk group;
f. Announcer (Sport Presentation) talk group;
g. ITU Media talk group;
h. Television talk Group;
i. Site talk group.

7.3 The final radio distribution plan will be approved by the TD.

7.4 The LOC should provide to the SMT with 24 radios in 3 channels and 10 cell phones with sim cards.

8. TECHNICAL OFFICIALS EQUIPMENT:

a. The LOC will provide the ITO team with the following:
- Mountain bikes: 2 mountain bikes with 2 helmets;
- Measuring Devices: Thermometer, wheel measurer, tape measurer;
- Flags: 10 red flags (60cm x 30cm);
- Horns: 3 manual air horns, 1 electronic start system;
- Lap Board: One board per lap x 2 sets, Bell;
- Notice board in the Athletes Lounge;
- Whistles: 30;
- Vehicles: 1 vehicle available for the TD and the ITO Team;
- Still cameras and 1 video camera with a tripod. A TV screen will be available for reviewing the footage and sound from the video camera;
- Bike measurement tool;
- Penalty Box board with numbers;
- Miscellaneous:
  (i) Stationery for the athletes' check In and registration;
  (ii) Start lists - 25 copies;
  (iii) Duct tape;
  (iv) Extra stickers for bikes and helmets;
  (v) Felt pens and regular, pens;
  (vi) Sewing kit;
  (vii) Official's notice board (white board) and dry markers;
  (viii) Competitor's agreement - 180 copies,
  (ix) LCD projector and screen;
  (x) Sponges and towels.

SECTION B: TECHNICAL AND VENUE OPERATIONS

9. ATHLETES' EQUIPMENT

9.1 LOC will provide for the athletes:

a. Elite Swim caps;
b. Paratriathlon swim caps;
c. Age-Group swim caps;
d. Age-Group bike/helmet stickers;
e. Age-Group bib numbers;
f. Age-Group body decals;
g. Age-Group finisher medals;
h. Finish tape.

9.2 ITU will provide the following equipment for the elite athletes:

a. Elite bike/helmet stickers;
b. Elite body decals;
c. Elite medals;
d. Paratriathlon bike/helmet stickers;
e. Paratriathlon bib numbers;
f. Paratriathlon body decals;
g. Paratriathlon medals.

10. CATERING REQUIREMENTS:

10.1 Meals and refreshments: will be provided for the SMT and ITOs by the LOC at the rate of 1 meal for every 6 hours that they will work at the venue area. The provided services will be approved by the TD.

11. CONTINGENCY PLAN:

11.1 Required for each of the following situations:

a. Delay: An event is considered delayed if it does not start at the scheduled start time or is interrupted after the scheduled start;

b. Postpone: An event is considered postponed when it cannot be completed within the scheduled session (or an extended session) and is rescheduled to another session on the same day or another day;

c. Cancel: An event is considered cancelled when it is delayed or postponed and cannot be restarted or rescheduled.

12. OPERATION PLANS:

12.1 The following operations plans will be checked by the SMT leading up to the event:

a. Accreditation: Access control plan, Accreditation plan, Dot plan;
b. Athletes' services: Accommodation plan, Athletes' guide, Registration materials, Registration plan, Training plans, Training sites booking, Transportation plan;
c. Bike/Run: measurement certificate, operational maps, road surface reconstruction plan, route risk assessment plan, route signage plan, traffic management plan;
d. Communication: Communication plan, VCC operation plan;
e. Anti-Doping control: Anti-Doping control plan;
f. General: Budget, Catering plan, contingency plan, Daily competition activities schedule, Equipment list, insurance certificate, project plan / critical path, provisional schedule, waves calculation;
g. Marketing: Branding plan;
h. Media/TV: camera plan, media operations plan;
i. Safety: cold/heat stress conditions preparations, competition medical management, evacuation plan, Health & safety plan, medical plan, water quality, Weather updates;
j. Spectator: spectator services/ spectators' guide;
k. Sport presentation: sport presentation plan, sound system plan;
l. Staffing: LOC structure, Staff training plan, Volunteer distribution plan, Volunteer roistering;
m. Swim: marine plan, swim layout/depth measurements, tide tables;
n. Timing: timing plan;
o. TOs: Assignments, daily run sheet, Moto requirement plan, TOs' newsletter, TOs services;
p. TZ: transition zone set up plan;
q. Venue: build in plan, cables plan, FF&E distribution plan, site plan, venue map, way finding signage plan;
r. VIP: VIP services plan.

13. RISK ASSESSMENT:

a. ITU will have go through risk assessment analysis with the LOC 6 months prior to the event, 2 months prior to the event and 1 day before the event.

b. During this assessment they will check the potential issues and the responses to those.

ITU
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ITU

SECTION C:
ITU
EVENT PROTOCOLS

SECTION C: ITU EVENT PROTOCOLS

ARTICLE II.

ITU has Event Protocols that provide a framework and guidelines for all elements of presentation for ITU events. This section includes the following requirements from the overall Event Protocols:

1. ITU SPORT PRESENTATION:

1.1 This section deals with presenting the sport action at the competition venue. It is designed to outline the ideal situation where there is a live TV broadcast. It can be modified for events with less television but must be done in consultation with ITU:

a. Sport Presentation is what transforms a great competition into a great show for the spectators at the venue and the broadcast audience, both on television and live via the internet.

b. The Sport Presentation Team (SPT) should present the excitement of the competition from the moment the athletes enter the stadium to the closing ceremony. The spectators should be entertained by inspiring the emotion of the competition while at the same time showcasing the culture of the host nation/host city.

c. Sport Presentation involves:
   - Information Delivery: competition schedules; athlete bios and current rankings; triathlon background; host city interesting facts; venue information -food services and transportation, weather updates, etc.;
   - Entertainment Factor: Having a highly interactive MC can greatly enhance the entertainment of the spectators through prize giving, quizzes, and general crowd motivator's i.e. Music and noisemakers. Live entertainment for Opening and Closing ceremonies and in between bike laps is highly recommended. A well planned music selection enhances the mood of the competition, the emotion of the moment and the involvement of the spectators.

d. To achieve the highest quality sport presentation, a clear plan must be developed to ensure everything is ready for the "show". This includes:
   - A creative and energetic sport presentation team that includes a producer, announcers, an audio operator, video-board and scoreboard operators, a protocol manager, a floor/ entertainment manager, volunteers / spotters, SP camera operator and assistants.
   - Good information and knowledge has to be acquired prior to the event to be able to function as an information source during competition.
   - Experienced sport announcing specialists that are integrated into the pre-planning.
   - All information channels (to timing and results, competition management, technical operations, protocol,) have to be prepared and well managed to maintain functionality and the process of information distribution.
   - A detailed daily run sheet must be developed to have a proper guideline throughout the whole presentation to make a smooth 'flow' of the show and ensure the entire team is operating from a coordinated timesheet.
   - Production of audio / video material is a crucial part of the preparation, as it is key to the entertainment factor of presentation. A wide range of material has to be prepared and placed in stand-by to be able to capture the spectators for the duration of the entire event.

1.2 Checklist:

a. Contractors:
   - Audio;
   - Video;
   - Music DJ;
   - Announcers: ≥2, 1 English speaking.

b. Sport Presentation Unit:
   - A secure all-weather structure;
   - All contractors and SP team must be located together;: including: audio; video (big screen); DJ, announcers; and ITU SPD;
   - Good view of field of play and podium;
   - TV with preview of the big screen signal;
   - Commentator Timing Information System (CIS)

c. Audio:
   - 8 input mixer minimum;
   - 2 * wireless microphones or headsets. Shure UC series (or similar quality) with long range aerial:
   - 2 * wired microphones in SP booth.
   - Speakers (spots on stands preferred to line array).

d. Video:
   - Video mixer & Operator;
   - Camera and operator plus 1 fixed finish line camera;
   - If camera is cabled, Cable drops at finish line(s), transition(s), swim start, podium;
   - Dirty video feed from broadcaster, with graphics;
   - TV (playback monitor, director announcers view);
   - Big Screen minimum size of 20 m2, 16:9.

e. DJ:

- Local ethnic / cultural music, if appropriate;
- Tracks of various tempos.

f. Timing Feed (CIS):
- Laptop with timing information;
- Announcer timing point 50m before the finish for age group competitions.

g. Communication:
- 3 or 4 radios with in-ear pieces. 1 for each announcer and Director, or if possible an announcer intercom e.g., Clear-Com AB-100 plus 1 radio;
- Mobile phone for SPD.

h. Meetings:
- Contractors' Meeting before venue setup, such as the Wednesday or Thursday before the event;
- Announcers Meeting on the Wednesday or Thursday before the event;
- Swim Start Rehearsal with announcers the Friday before the event;
- Medal Ceremony Rehearsal with announcers, audio, DJ, medal bearers on the Friday before the event.

i. Sponsor Material:
- LOC sponsor video's and graphics that the SPD has received from the LOC;
- Sponsor scripts for the announcers in the local language.

j. Ceremony:
- Podium;
- Flags for each country with multiple flags for countries with multiple athletes;
- 2 or 3 nicely dressed medal and flower bearers;
- 6 bottles of champagne:
- 6 bouquets of flower bouquets:
- Decorative presenting trays to carry medals and flowers (2)
- Small dressed table close to podium

2. ITU ANNOUNCERS PROTOCOL:

3. This section outlines the selection, approval and requirements for event announcers:

2.1 Announcer Selection and Appointment Criteria: For ITU World Triathlon Series Events , announcers need to be appointed according to the following criteria:

a. The LOC is requested to recruit two LOC Announcers.

b. SMT strives for gender equity when selecting LOC Announcers. Ideally, one man and one woman are preferred.

c. Both LOC Announcers should be experienced live announcers, have good knowledge of the athletes and be well versed in 'ITU' triathlon.

d. In countries where the local language is other than English, one of the commentators must be fluent in English and do all of the technical announcements.

e. The ITU Team Leader must approve the LOC Announcers.

2.2 Preparing the Announcers Script:

a. A detailed script will be prepared by the LOC.

b. Pre-event communication via email and Skype call meetings are required to ensure all parties are familiar with, and are in agreement with the ITU Sport Presentation Manual.

c. A series of Sport Presentation meetings must be scheduled during race week which includes:
- Meeting of entire presentation crew (as listed in the ITU Sport Presentation Manual) with the TL;
- Medal ceremony protocol meeting and rehearsal;
- Athlete introduction protocol meeting;
- Final banquet meeting.

d. Some Considerations:
- The competition time schedule, including warm-up times.
- The contractual requirements of the LOC sponsors in terms of announcer recognition.
- The list of ITU and LOC special guests (VIPs) with their exact titles and appropriate way of addressing those individuals, e.g., Your Worship Mayor Coleman, or Your Worship, The Lord Mayor of London, etc. Adding relevant accomplishments of those individuals can also be considered.
- Interviews:

(i) Planned Interviews should be pre-recorded and scheduled during times when there is no live action on the screen.

(ii) On-site interviews with athletes, sponsors, VIPs should be scheduled at pre-arranged times in the script.

- Silence/no-talk time: A good script will include periods of silence. Appropriate use of silence allows the event to 'breath' and the sound and ambience of the race action to take center stage.
- Spectator engagement activities with giveaways and quizzes.
- Strategic use of specific music selections that intensifies the emotion of the competition and the excitement of the spectators. The culture of the region should be included in this part of presentation.

e. Pronunciation:
- Announcers must ensure that they are familiar with the correct pronunciation of all the athletes' and special guests' names. Profane, abusive or sexist language is absolutely forbidden at any ITU Event.

f. Event Title:
- When making reference to the event, announcers must use the complete official event name at all times, including title sponsor, where applicable, i.e. "ITU World Triathlon Series"

3. ITU ATHLETE INTRODUCTION PROTOCOL:

3.1 Introduction:

a. The TL will implement the athlete introduction protocol, which has been carefully planned with the SMT and TV Director, ensuring full consideration for the competition rules and all broadcast and television requirements.

b. The TL will rehearse and time the announcement with the appointed announcer. The accuracy of the timing of the introduction is a very crucial element when there is a live TV broadcast timed to commence at an exact time. The TD will play a crucial role in assisting the presentation team in managing the timing of the competition start.

3.2 Timeline:

a. Fifteen (15) minutes before race start: athletes will be called to the pre-start area or call room.

b. Once in the pre-start area/call room, technical officials will line the athletes up by number.

c. Five to seven (5 to 7) minutes before race start: The time varies depending on distance from pre-start area/call room to swim start and the number of the athletes. The TD will inform the TL that the athletes are ready to be introduced.

d. Prior to introducing the athletes, the announcers must remind spectators that no horns or whistles can be used while the introductions and start is in progress. They also need to be asked to remain silent until after the start of the race.

e. When the athletes have all been introduced, the announcer ends the start duties. The announcer must remain silent until after the start as detailed in the prepared script.

f. As soon as the athletes are lined up, the start-line officials raise their flags and the starter says "On your Mark", followed by the start horn.

g. If it is a clean start, the official's microphone will be returned to the announcers. If there is a false start, the starter will give further instructions to the athletes according to the start-procedure outlined in the ITU Competition Rules.

h. Bad Weather: when conditions are bad and in order to prevent hypothermia, the start protocol will be condensed to speed up the athletes' transition from swim warm-up to start. This will be done in consultation with the TD.

4. ITU MEDAL CEREMONY PROTOCOL:

The ITU World Triathlon Series has a well-established Medal Ceremony Protocol. The LOC Protocol Manager must understand the ceremony logistics and ensure there is a full rehearsal.

4.1 Key Logistics:

a. Podium Specifications: The center standard should be the highest (0,75m x 1m x 1m), with the one of the left slightly lower (0,5m x 1m x 1m) and the one on the right the lowest (0,25m x 1m x 1m). For the full design and dimensions see Sponsorship and Events Design Guide;

b. Backdrop Specifications: see Sponsorship and Event Design Guide;

c. Carpet Specifications: the podium steps will be completely covered in blue carpet. A carpet 2m x 10m will be in front of the podium;

d. Flag positioning and standards: The center standard should be the highest, with the one of the left slightly lower and the one on the right the lowest. The athletes should not have to turn more than 45° to look at the flags. The flags have to be visible for the VIPs;

e. The LOC is responsible to ensure that they have flags of each country of participating athletes. Provision must be made for multiple winners from one country;

f. The podium must be set up away from FOP to accommodate the broadcast of the ceremony while the race may still be in progress;

g. Presentations must be ready to proceed within 5 minutes of the winner finishing. This is to accommodate live TV.

4.2 Medal Ceremony Presenters:

a. In choosing the ceremony presenters, the following protocol order should be adhered to:
- The highest ranked ITU officer present at the event;
- ITU title sponsor representative (if present);
- LOC highest ranked political figure;
- LOC sponsor representative (if desired by LOC).

Note: If an IOC member is present they take priority in consultation with the highest ranked ITU Officer.

4.3 Series Trophy: In addition to the medal and flower presentation, representative of the title sponsor will present a trophy to the leaders of the ITU World Triathlon Series, who may or may not be the podium winners.

a. The presentation to the series leader will take place directly after the presentation of the first three athletes of the race. For the series leader presentation, the first three have to leave the podium.

b. Final list of Presenters: The highest ranked ITU Officer present will meet with the TL 24 hours prior to the first event to finalise the ceremonies presenters. They will create a table similar to the following with the names of the presenters and ensure the ITU and LOC people responsible for protocol are informed. The proposal of the LOC presenters should be sent to the ITU Officer and the TL two weeks prior to the event with the presenters' exact title.

c. Presenters for a World Triathlon Series event:

Medal Presenter	ITU choice
Flowers Presenter	LOC choice
Trophy Presenter	Ranking Sponsor choice
Champagne Presenter(s)	LOC choice (1st, 2nd) – ITU choice (3rd)

5. Note: The order is changeable in consultation with TL.

5. ITU VIP HOSTING AND CEREMONY PROTOCOLS:

5.1 This section outlines the WTS strict VIP protocol as it pertains to all official functions.

a. A VIP guest list will be created and agreed to by ITU and the LOC. A formal written invitation will be supplied by ITU and send to guests under the signature of the ITU President.

b. The LOC will provide SMT with the exact time schedules for each VIP event.

c. An RSVP management system will be agreed to between SMT and LOC.

d. Important VIP guests to be included are:
- The highest ranked local politicians, e.g., the Premier, the Mayor, The Head of Tourism authority and any other key political figures;
- Representatives of the National Olympic Committee;
- ITU Executive Board members;
- The National Federation President and Secretary General;
- Top level sponsors of ITU and the LOC;
- ITU Senior staff and the Technical Delegate(s) for the event;
- Others as mutually agreed between ITU and LOC.

5.2 VIP Meet and Greet Protocol:

a. ITU and the LOC protocol managers will agree on a gathering place for VIPs at each function where a host or hostess can introduce and greet the guests.

b. Refreshments should be available and served in this area.

c. If accreditation cards have not been provided, name tags should be available. The VIPs given name should be on the first line in font 16 and the family name on second line in font 14. The person's title should be on third line in font 14.

d. The WTS logo and the ITU logo must be on the name cards.

e. Guests scheduled to speak should be given ample advance notice and briefed on the programme for the particular function.

f. An event souvenir or ITU pins may be given to acknowledge their attendance.

5.3 ITU Gift Giving Protocol:

a. TU will provide a gift for the LOC and the Host City.

b. If the LOC wishes to reciprocate, the details of the gift and the recipients should be agreed on in advance.

c. Generally the gift presentation will take place at the Closing Ceremony.

5.4 Transportation Protocol:

a. Transportation arrangements must be made to take WTS guests to and from the various functions.

b. The ITU President and ITU Secretary General should be assigned a personal driver (or car).

c. Parking instructions and parking passes, if suitable, should be provided to all guests who may be using their own transport to get to the particular venue.

5.5 Flag Protocol:

a. The LOC must make arrangements for country flags well in advance of the events. Country flags can sometimes be secured from the government protocol office; otherwise they have to be purchased.

b. There should be one complete set of flags on display at the venue and another set of flags for the medal ceremonies.

c. The TD will advise the LOC of cases where there could be more than one athlete from the same country on the podium.

d. The setup of the flags for the venue will be place in the following order from left to right:
   - Host country;
   - Alphabetical country order;
   - ITU Flag;
   - IOC Flag (if available).

6. THE SPORT PRESENTATION TEAM: ROLES AND RESPONSIBILITIES:

6.1 Pre-planning:

a. Liaise with Venue Manager to ensure correct equipment is ordered and installed as required;

b. Liaise with entire sport presentation team: plans, meeting, schedules;

c. Liaise with the following LOC personnel: Volunteer Manager; Protocol Manager; Director of Marketing and Sponsorship;

d. Liaise with the Live Entertainment Manager;

e. Liaise with Manager of Timing and Results to ensure the correct equipment and information is available to presentation team;

f. Liaise with the Video Screen Operator;

g. Creates all scripts and ensures that the entire presentation team is familiar with the script and their particular role within the script;

h. Ensure that all team members are appropriately attired;

i. Plan race day meal services and beverages;

j. Ensure bathroom facilities are conveniently located;

6.2 Schedules rehearsals and sound checks:

a. Competition days:
   - Controls the Announcers and cueing;
   - Cues Announcers;

b. Cues Audio, Video and Scoreboard Operators;

c. Cues athlete introduction;

d. Cues victory ceremonies;

e. Creates cue sheets in consultation with Competition Manager.

6.3 Announcers: (see “Announcers Protocol” in this document)

a. Provide the main source of information delivery and announcements to athletes and coaches;

b. Informs, guides and adds excitement to the spectators’ experience;

c. Recognise sponsors and dignitaries as per script provided by LOC;

d. Work with SPD to creation the detailed scripts;

e. Pace the competition through its various stages including athlete arrival at venue, warm up, athlete introductions, timing and results, etc.

6.4 Master of Ceremonies (MC): where possible an MC on site can greatly enhance sport presentation. If present they can perform the following roles:

a. Interact on a live level with spectators, including special cheers, noise-makers, giveaways, etc.;

b. Be active with the spectators near the Field of Play (FOP), and particularly the stadium area, in engaging and exciting ways when the athletes are not in this area;

c. Attend all rehearsals and meetings.

6.5 Disc Jockey (DJ):

a. Ensure a complete selection of music to include:
   - High, medium and low tempo;
   - ITU processional music selections for swim start and medal ceremonies
   - Fanfare music for exiting moments, such as every time the athletes come into the stadium after the swim or laps on the bike or run;
   - Music that is representative of local culture and international popular pieces.

b. Ensure the lyrics are appropriate;

c. Music selections should suit the time and mood of the competition;

d. Ensure all anthems are cued for medal ceremony;

e. Attend all rehearsals and meetings.

6.6 Audio Operator:

a. Operate mixing console;
b. Monitor audio levels and maintain quality;
c. Assist with bump-in and bump-out process;
d. Assist the SPD with audio requirements;
e. Attend all rehearsals and meetings.

6.7 Video Clip Switcher:

a. Operates the mixers: visual outputs to screen;
b. Assist with bump-in and bump-out process;
c. Assist the SPD with all planned videos and advertising clips;
d. Operate all graphic components for the video-board;
e. Attend all rehearsals and meetings.

6.8 Protocol Manager:

a. Liaise with the SPD on all protocol elements, including the list of VIPs in attendance and the times they are onsite the timing for introducing them;

b. Provide the script for the medal ceremonies with medal presenter's names and accurate titles;

c. Coordinate medal ceremony rehearsals and attendee's with SPD;

d. Abide by ITU flag protocols for country flags set up at venue and for medal ceremonies;

e. Attend meetings of the SPT as requested.6.9 Floor Manager/Entertainment Manager: Manages the live entertainment and the medal ceremony:

f. fAssist the SPD with all Live Entertainment including:
   - Directs and ensures live entertainment is ready on FOP.
   - Coordinates all FOP movements which may happen between swim and bike laps. LOCs are strongly encouraged to provide some form of local culture or entertainment for spectators during quiet times, e.g., Japanese drummers, cheer leaders, etc.;

g. Schedules rehearsals in consultation with the SPD;

h. Manages food services and transportation for entertainers and medal presenters;

i. Attend all rehearsals and meetings.

6.10 Technical Operations Manager: responsible for all technical requirements:

a. Orders all technical equipment:

b. Sound systems;

c. Timing and results systems;

d. Radios and ensures separate channel for the SPT;

e. Manage the overall technical setup ensuring prime viewing areas for presentation team in fully equipped facility/tent;

f. Ensure backup power and manage all competition day technical support services;

g. Attend all rehearsals and meetings.

6.11 Roving Camera Operator:

a. Operates the roving camera that feed directly to the video screen in the stadium.

6.12 Assistant Roving Camera Operator: (if needed)

a. Assist the camera operator with movement of equipment and leads;

b. Act as a runner for the roving cameraman.

6.13 Lighting Operator: this applies to indoor sport presentations requirements of such functions as the final banquet:

a. Plot and record cues;

b. Operates lighting desk;

c. Assist with rigging and focus of lamps.

7. BASIC SPORT PRESENTATION RUN-SHEET:

6. Below is a sample run-sheet for a sport presentation model that involves a video screen fed by localized cameras (not live television). A full run-sheet will be produced by the SPD in collaboration with the LOC.

Start time 12 noon: Time of day	Video Screen	Operation and key announcements	Who and queue
10:30		Arrive at Venue.	Producer/Director/ assistants/ Announcers (A)/ sound technician/DJ/Video Screen Director (VSD)
10:30		Review run sheet/roll call/radio check/sound and technical check and screen warm up	Full team
10:45		Announcing commences with primary focus on race information for athletes and coaches and officials	Announcer
10:45	Adverts roll	Silent recognition on screen (no public announcements)	'Director to VSD, roll out ads'
10:55	Live or pre-recorded INTERVIEW on screen	Welcome and INTERVIEW from Key LOC person	'Director to A and VSD, focus to LOC INTERVIEW'
11:05	Adverts roll	Announcers does first live sponsor recognition	'Director to A and VSD' focus sponsor recognition'
	Pre-recorded athlete INTERVIEWs		'Director to SVD, run pre-record 1'
11:30		Announcer commences general spectator announcements and race updates as spectators start arriving in venue	'Director to A ' commence address to spectators'
11.30	Previous race footage or ITU promo piece		'Director to VSD, please run race footage 1'
11:45		Opening Ceremony (if planned, may last 5 minutes) …script TBF	
11:46		General Music is OFF until after the start of the race	
11:46	Venue	'ceremonial music' run music 1 minute	'Director to DJ, run ceremonial music'
11:47	Venue	When music stops Announcer calls on Official Welcome by LOC (Mayor or other dignitary)	
11:49	Venue	Opening Ceremony Commences e.g. Possible local cultural display	
11:54	Venue	End of Opening Ceremony	'Director to A please come in'
11:54	Venue	Officials Presentation and Announcer says 'Officials now make their way to the swim start'	ITU Protocol Announcer
11:55	Screen on venue	Athlete introductions commences accompanied by ITU low tempo athlete introduction music	'Director to DJ, please run introduction music'
11:59		Announcers end introduction with 'Athletes you are now in the hands of the starter'	'Director to DJ, music OFF'
12:00	Race action	Women's' Race Start	
12:01	Race action	The women are in the water and high tempo music is played	'Director to DJ, music up'
12:02~		Commentary resumes and medium low music is played	
12:08~	Race action	'Prime Winner is athlete # and name" proceeded by SIREN	'Director to DJ run "prime siren"'
12:10	Adverts roll	Sponsor roll	
12: 20	Race Action	Women exiting the water commentary continues with low temp music	
12:22	Venue	INTERVIEW with race expert on who to watch for after athletes exit Transition 1, music is off for INTERVIEW	Director to all, run INTERVIEW
		Period of silence (no announcing) with FANFARE MUSIC build for 20 seconds as lap 1 enters stadium	Director to DJ run fanfare'
12:30	Race Action	Lap 1 commentary followed by high temp music that is then tapered off for	'Director to DJ, music off for INTERVIEW'
12:37	Venue	INTERVIEW with some on site expert	'Director to SVD and DJ, camera on INTERVIEW and music off'
	Adverts roll	Period of silence with FANFARE MUSIC build for 20 seconds as lap 2 enters stadium	
12:50	Race action	'Prime Winner is athlete # and name" proceeded by SIREN	'Director to DJ run "prime siren"'
12:50	Race Action	Lap 2 commentary	Announcer
12:57	Adverts roll	"Thank you to Level 1 list of sponsors"	'Director to DJ, music off for sponsor recognition'

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SECTION C: ITU EVENT PROTOCOLS

Start time 12 noon: Time of day	Video Screen	Operation and key announcements	Who and queue
	Adverts roll	Period of silence with FANFARE MUSIC build as lap 3 enters stadium	
13:00	Race Action	Lap 3 commentary	Announcer
13: 07	Adverts roll	'Thank you to Level 2 sponsors' followed by ads on screen	
	Adverts roll	Period of silence with FANFARE MUSIC build as lap 4 enters stadium	
13:10	Race Action	Lap 4 Commentary	Announcer
	Venue	'INTERVIEW with some on site expert	Director to SVD and DJ, camera on INTERVIEW and music off'
	Race action	'Prime Winner is athlete # and name" proceeded by SIREN	'Director to DJ run "prime siren"'
13:20	Race Action	Lap 5 Commentary "The winner of bike prime 2 is"	Announcer
	Venue	INTERVIEW: race expert on what to expect as we build to transition 2.	'Director to SVD and DJ, camera on INTERVIEW and music off'
		Period of silence and FANFARE MUSIC build for T2	
13:30	Race Action	Transition 2 Commentary	Announcers
	Venue	Back to race expert for analysis	
	Ads on Screen	'Thank you to Level 3 sponsors' - INTERVIEW with local sponsor with music and commentary to end of first lap of the run	Announcers
		Period of silence and FANFARE MUSIC build for lap 1 run completion	
13:40	Race Action	Lap 1 Run commentary	Announcers
		Period of silence and FANFARE MUSIC build for lap 2 run completion	
13:50	Race Action	Lap 2 commentary	Announcers
	Screen	Period of silence and FANFARE MUSIC build for lap 3 run completion	
	Race Action	Lap 3 commentary	Announcers
14:00	Screen	Women Finish with high tempo crowd pleaser music	

SECTION D: REQUIREMENTS FOR MEDIA, TIMING AND TELEVISION

SECTION D: REQUIREMENTS FOR MEDIA, TIMING AND TELEVISION

Note: Part 5 below contains the LOC requirements for the host broadcast company for the event. Please note that all requirements in this section are a guide only and adjustments may occur depending on the course and other local circumstances. The final set-up will be determined after a site survey, including the requirements of the LOC.

1. INTRODUCTION:

7. This section of the WTS Technical and Media Manual details the services provided by the ITU Media Team and the requirements for the LOC. Please read the document carefully to ensure all requirements are met. The ITU Media Team will offer the following on site-services:

1.1 ITU Website and Online Services:

a. ITU will cover the events through its network of websites.

b. Live and on-demand coverage of each race on www.triathlonlive.tv. The coverage will feature live video and audio except in markets where TV deals prohibit a signal. The internet coverage will be geo-blocked in these markets);

c. Live timing and results display;

d. Pre and post-race video highlights, features and interviews;

e. Post-race event photo gallery and news releases;

f. Full results postings.

1.2 ITU Print and press services:

a. High quality professional photography of each race. These photographs will be made available to the LOC free of charge for editorial and internal promotional use;

b. Distribution of images though international photo agencies;

c. Preview and review features and stories of each race. These features are freely available to the LOC for distribution;

d. Tailored releases highlighting athletes and newsworthy items; to key markets

e. Detailed pre-race notes and statistics;

f. International press booklets;

g. Management of press operations on site, including management of the media zone;

h. Assistance in coordination of interviews and athlete management;

i. Triathlon News Service featuring rapid distribution of athlete biographies, flash quotes and other information.

1.3 Television and News: All television and news services will be provided by Upsolut/ ITU & the Host Broadcast Company. See section 4. Below for the specific requirements for the host broadcaster.

1.4 Requirements of the LOC: To ensure a successful production of media and television services from the event the LOC is required to provide facilities and volunteers for each area mentioned above. In addition the LOC must provide a local timing and results supplier to provide services as specified in section 3 below.

2. ITU PRINT MEDIA TEAM REQUIREMENTS:

2.1 Overview:

a. The ITU Print Media Team consists of one or two ITU Media Delegate(s) and one or two official photographer(s):

b. The Media Delegate prepares event media releases and alerts that are sent to a global database of dailies and industry publications. The ITU media delegate will act as a liaison between the LOC and Elite athletes and also help coordinate media operations on site i.e. – Press conferences, media accreditation, media briefing, media zones/areas and hosting.

c. The Official Photographer captures photos from the event for distribution and ITU use. Each LOC will receive copies of the photos taken for internal use. The LOC must provide two motorbikes, drivers and extra helmets for the use of the official photographer and pool photographers.

d. ITU will provide media vests that must be distributed and collected to media by the LOC media team.

SECTION D: REQUIREMENTS FOR MEDIA, TIMING AND TELEVISION

2.2 Facility Requirements:

a. The LOC must provide an ITU Media Office (for print and TV) in host hotel –separate from the ITU office from 3 days prior to the event until race day. The office should have power, internet facilities and sufficient space for 10 people. This facility will be shared with the online/timing and television teams.

b. The LOC must also provide an on-site media office, for the ITU Media Team and official photographers. The facility must be situated at the race venue, and internet access/power should be available for use from two days prior to the first race until the morning following the final race. The office should be a minimum of 15 m2. There should be table and chairs for 8 people and computers. The LOC will provide a dedicated high-speed internet connection (minimum 1 Mb/s upload and download) and router/switch with minimum six free ports available.

c. The line cannot be shared with any other service provider (ITU Media, general media, timing etc.)

d. Wireless internet is required on venue to facilitate on site coverage.

e. A video and audio output of the International live signal including English commentary should be provided from the host broadcaster. These must be provided by the host broadcaster to the on-site ITU Media office. A monitor should also be provided to enable the media team to monitor and report on the event.

f. The LOC must provide a press center at the race course for the general media that is adequate for the number of media in attendance.

2.3 Press Centre – equipment requirements:

a. The LOC will provide a stable high-speed internet connection and router / switch with enough ports for the expected number of media
b. Black and white laser printing facility
c. A high-speed photocopier with sufficient paper supplies and extra stationery
d. Fax machine capable of international fax distribution
e. Notice board for maps, results and other news
f. Pigeon holes for press releases, course and athlete information and quotes
g. Extra stationery, pens and pencils.
h. All printed media information (see Appendix A section 1.2 below for detailed information)
i. Refreshments and food for entire day
j. Storage for photographer and media personal items

2.4 Media Operations:

a. Media Accreditation and Identification:
   - Media must be accredited according to ITU accreditation guidelines document. This is available in the Event Organisers' Manual.
   - All media accreditation application must be approved by ITU Media manager. The final media accreditation application list must be emailed to ITU seven days prior to the event. ITU Media staff (TV Crew, Online, Photographers and Management) will have special identification. The LOC will be notified of this identification by the Team Leader.
   - Media vests will be provided by ITU and should be distributed in coordination with the ITU Media Managers. The LOC is responsible for distributing and collecting all vests.

2.5 International Media:

a. LOC to create a media invitation 30 days before the event for local media that will in turn be sent out to international media and trade publications by ITU if desired. ITU will also solicit attendance from media.

b. LOC should endeavor to provide accommodation with breakfast for international media attending the event. Media are responsible for payment, but the LOC should strong consider having a budget to host international media. Accommodation should be in close proximity to Media Centre and race site. If not the LOC is responsible to provide adequate transportation to and from the Media Centre prior to the event and on race day.

2.6 Pre-Race Press Conference (optional):

a. The Pre-Race Press Conference timing will be determined 30 days out from the event in consultation with ITU.

b. Food should be made available for media and attendees.

c. LOC must forward to ITU Media Delegate the requested attendees list (ITU athletes and delegates) one week before the press conference. ITU will aid in the solicitation of invitations.

d. LOC will ensure adequate facilities are prepared within close proximity to the host hotel (otherwise adequate transportation must be arranged).

e. LOC must keep an attendance record for the press conference and forward to ITU Media Delegate after the conference.

2.7 LOC area of responsibility: supplying the following items for the press conference:

a. Facilities (Seating, Tables, etc.);
b. Backdrop (must be approved by TL);
c. Adequate Audio Visual equipment;
d. Names and pronunciation of LOC Dignitaries;
e. Agenda/Run sheet;
f. Place Cards (ITU approved design);
g. Food and Beverage for Attendees;
h. Water and Beverage for head table;
i. Translator (if applicable);
j. MC;
k. Local gift for attending athletes;
l. Branding will be produced in consultation with TL.

2.8 Media Briefing:

a. LOC and ITU Media Managers will give a Media Briefing to media before the competition;

b. TL will supply a general PowerPoint presentation to the LOC two weeks prior to the event for inclusion of course maps, media zones, scheduling and any other pertinent LOC information.

2.9 Media Zones/Areas:

a. The LOC will provide designated Media Zones on course for press, photographers and broadcasters, separate from spectators with adequate identification and efficient movement from zone to zone (i.e. not through crowd or long distances);

b. The LOC will provide a Media Zone at the finish line in accordance with the draft layout plan provided in the sample finish line layout (See Section E- Host Broadcast Company Requirements). This zone should include a tiered platform for photographers at the finish line a designated area for host broadcaster interviews and a mixed zone for media separate from athletes;

c. LOC to provide a detailed site map with clearly identified media zones and areas to ITU Media Manager and TD one month prior to the event. Map must include sketch of finish line area and mixed/interview areas;

d. LOC Media Manager to be available for course walkthrough with ITU Media Manager and TD Friday morning for any last minute alterations.

2.10 Post-Race Press Conference:

a. LOC to consult with ITU Media Manager about need for post-race press conference. If deemed necessary please refer to Pre-Race Press Conference requirements above.

2.11 Personnel Requirements:

a. Volunteers

Number of Volunteers	Duties	Time Required	Notes	Accreditation	Radio
3	Assist media manager	All race day	Fluent in English	Media Zones / FOP	0
3	Triathlon News Service – capturing flash quotes of finishing athletes	All race day	Fluent in English; Journalism experience	Media Zones / FOP	0

b. LOC Personnel: The LOC should:

- have a main media contact to liaise with local media;
- provide a minimum of one media chaperone for every ten media in order to properly control and direct media traffic;
- have an experienced Photo Chief to manage the special needs of photographers and direct them throughout the course;
- make sure there is a Media Centre Supervisor in order to ensure proper operation of the center;
- Produce a local press kit containing the items listed in 2.12.

2.12 Table of Contents for a Press Kit:

a. Schedule;
b. Organisation information (list of key organisational contacts);
c. Sponsor information;
d. ITU information (sent by ITU 30 days prior);
e. General city/region information (more if expecting international media);
f. Special events (functions or other races the media are invited to);
g. General media information (media center, briefing, media events, accreditation/identification, access);
h. Accommodation (if expecting international media);
i. Transportation/parking;
j. Course information;
k. Course Maps (with media areas highlighted);
l. Ranking information;
m. Athlete profiles (top contenders only 6-10; visit ITU Online Media Centre for most top athletes);
n. Historic statistics/results (ITU statistics are available in the Online Media Centre) http://media.triathlon.org. (Please contact ITU if you require a sample Press Kit. The ITU Media Guide and the ITU World Triathlon Series Media Guide are available on the ITU Media Centre http://media.triathlon.org)

2.13 Equipment and Logistics Requirements:

a. The LOC must provide two motorbikes with drivers and helmets for the official ITU photographer and pool photographers. Any additional motorbikes for local media access are the responsibility of the LOC and all vehicles on course must be approved by the ITU Technical Delegate.

2.14 International PR and promotion:

a. The LOC should provide a minimum of 15.000 USD in triathlon trade specific advertising budget. This budget should only be distributed in conjunction with ITU Media. This budget will be combined with other LOC's advertising budget to pool resources to maximize exposure for the event and leverage bulk discounts.

2.15 Reporting:

a. The LOC must provide a list of all accredited media to the ITU at time of arrival;
b. The LOC must provide a detailed reporting document to the ITU Media Manager within 4-6 weeks after the event. This document will include:
   - Detailed Pre and Post Monitoring information (clippings, local TV stats, etc.);
   - Final Media Contact list;
c. The ITU Media department will provide a detailed reporting document outlining international and trade coverage of the event along with pertinent statistics, facts and figures within 4-6 weeks after the event.

3. TIMING AND RESULTS SERVICE REQUIREMENTS:

3.1 Overview:

a. Timing and results services are the cornerstone of a successful broadcast from an ITU World Triathlon Series event. These services are the basis for a professional and accurate production of a live TV signal. As a result the following technical requirements for any timing company that wishes to provide basic timing and results services. Please note that it is the responsibility of the LOC timing company to fulfill these requirements in full.
b. IMPORTANT: The LOC should ensure that the proposed timing company for the event can meet these requirements. A LOC timing and results provider CANNOT be confirmed until they are approved by the SMT.

3.2 General requirements:

a. The event must select a partner – the Service Provider – to secure the required quality of basic timing and results service.
b. The Service Provider should work on a "near invisible" basis during the event, with absolute minimum presence on the event course.
c. The Service Provider must be able to produce data displaying the results of the event, including each individual leg (swim –bike –run), and with multiple splits during each leg, where course layout accommodates this.
d. The Service Provider must provide a direct connection to the graphics company to provide the basic timing service data.
e. Where possible timing systems must be hidden from media, TV and still photographers.

3.3 Timing System:

a. Requirements of the transponder system:
   - Reliable, so all times are captured without losses;
   - Able to capture splits for each individual leg, including multiple splits on swim (on water exit), bike and run;
   - Attached to the athlete in an ankle band or race number;
   - Attached to the athlete in a manner that does not influence the performance of the athlete Work under the regulations of CE and FCC;
   - Weight must be not more than 20 grams;

b. Deliver data live in real time to the timing and results software used by the Service Provider;

c. Able to vary in width from two to eight meters without obstacles on course;

d. For the elite races using non active chips a second chip per athlete MUST also be placed on the bike to ensure 100% data capture. Timing of ITU World Triathlon Series events must be done with an ITU approved transponder system. Non ITU approved systems are not allowed.

e. Important Note: The only approved ITU timing systems are:
   - AMB-it;
   - ChampionChip;
   - MyLaps
   - MTS (J-chip);
   - Winning Time.

3.4 Use of Timing System:

a. Timing systems should be installed so as to isolate each discipline (swim, transition one (T1), bike, transition two (T2) and run) and capture multiple spit times during each discipline also (if athletes exit swim after each lap and if athletes lap through transition area during the bike and the run) and provide backup lap counting on the bike and run segments. The following timing data is required:
   - Swim intermediate times;
   - Transition 1 times;
   - Bike lap times;
   - Intermediate Bike lap times (systems should be place approximately mid-way on bike lap to give updated data for TV graphics mid-way on each lap); Please consult TV Production Director if required.
   - Transition 2 times;
   - Run lap times;
   - Intermediate run lap times (systems should be place approximately mid-way on run lap to give updated data for TV graphics mid-way on each lap); please consult TV Production Director if required.
   - Finish time.

b. The Service Provider must have direct connections to the timing locations via RS232, RS485 or Ethernet where such connections can be drawn.

c. On locations where this is not possible the Service Provider must aim at using internet based connection via DSL or GPRS (or similar mobile connection) in that order of priority.

d. ITU emphasizes use of direct connections where the distance is less than 200m from the event venue timing and results base location.

e. The Service Provider must have live real time connections to timing locations to pull or retrieve data instantaneously.

f. All data must be delivered from the timing locations to the timing and results database in not less than 3 seconds after passing on timing system.

g. Important Note: Manually transporting times via a USB stick or similar device is not allowed,

3.5 Software:

a. The Service Provider must use a fully multi-user enabled database for data storage;

b. The Service Provider software must be able to receive data live in real time from the timing locations.

3.6 Live services during event:

a. ITU requires two hosted XML outputs to facilitate live coverage.

b. The first is the current race split, the second a cumulative individual athlete lap times for each participant.

c. Each athlete splits page is to be called via a unique id number in the athlete split URL. This number should be contained within the current race split page to allow a reference. This number at your discretion may be the race number.

d. Each page should be updated immediately on receiving data, allowing 30 seconds for manual corrections if needed. The current race split is to show only the current lap split data.

e. These pages will not be made directly accessible to the public. The ITU server will be the only application accessing these pages. This will ensure minimal stress and allow very frequent updates. The server will be set to read every 15-20 seconds.

f. Live times must be provided for each lap of the swim, bike and run.

g. The application used by the Service Provider must have the functionalities to display results after each lap with the following information:
   - Rank on selected split;
   - Race Number (athlete number);
   - Name;
   - Country IOC 3 letter code;
   - Leader cumulative time;

h. Time difference to leading athlete on selected lap.

i. Full samples and assistance is available from ITU.

3.7 Event Venue Services:

a. The timing provider should be able to provide an Intranet CIS capable of connecting to various fed points such as media center consoles, commentator information systems and VIP hosting areas.

b. Physical printouts of all relevant data are also required for elite and Age Group races.

c. The timing provider should be able to deliver updates via SMS and mobile technology if requested.

d. The timing provider should provide a gantry finish clock capable of displaying time and competitor data such as name, nationality, category etc., an electronic lap counter and scoreboard capable of graphic display.

e. A printed results distribution procedure similar to the sample below should be able to be delivered.

Printed Report Calendar Distribution List

Report	Recipients													
	ITU office		Competition Management		Sport presentation		Teams pingeon holes		Officials		Media office		VIP Area	
	When	Qt	When	Qt	When	Qt	When	Qt / team	When	Qt / official	When	Qt / med	When	Qt
Triathlon Course and Profile Maps	D-5	15	D-5	15	D-5	5	D-5	2	D-5	1	D-5	1	D0 D+1	tbd
Activities schedule	D-5	15	D-5	15	D-5	5	D-5	2	D-5	1	D-5	1	D0 D+1	tbd
Current ITU World Ranking	D-5	15	D-5	15	D-5	5	D-5	2	D-5	1	D-5	1	D0 D+1	tbd
Provisional start List	D-5	15	D-5	15	D-5	5	D-5	2	D-5	1	D-5	1	n/a	n/a
Definitve start lists post briefing	D-2	15	D-2	15	D-2	5	D-2	2	D-2	1	D-2	1 +10	n/a	n/a
Women's start list	D0 H-3	15	D0 H-3	15	D0 H-3	5	D0 H-3	2	D0 H-3	1	D0 H-3	1 +10	D0 H-1	tbd
Men's start list	D+1 H-3	15	D+1 H-3	15	D+1 H-3	5	D+1 H-3	2	D+1 H-3	1	D+1 H-3	1 +10	D+1 H-1	tbd
Intermediate results after swim	2 min	5	2 min	5	2 min	5	2 min	2	2 min	1	2 min	1 +20	2 min	tbd
Intermediate results after bike	2 min	5	2 min	5	2 min	5	2 min	2	2 min	1	2 min	1 +20	2 min	tbd
Final results	5 min	15	5 min	15	5 min	5	5 min	2	5 min	1	5 min	1 +20	5 min	tbd
Race Anlysis	10 min	5					10 min	2	10 min	1	10 min	1 +10	n/a	n/a

Race week		
Monday	D-5	
Tuesday	D-4	
Wednesday	D-3	
Thursday	D-2	Race briefing
Friday	D-1	
Saturday	D 0	Women's race
Sunday	D+1	Men's race

3.8 Sample results distribution list. Official Results Service:

a. Official results should be made available in a timely manner in formats as specified by ITU including detailed race analysis. Exports in various formats should be possible to relevant third parties (media, event officials, IT partners etc.). Any photo finish images should be available instantly for event officials, media and TV partners.

b. The official results output must include the following information:
   - Event Information such as: Event Name, Event Data, Start Time, Event Officials, Event Distance, Course Data and Weather Information;
   - Rank of athlete;

- Race number of athlete;
- Name of athlete;
- National federation of athlete;
- Swim time + Rank on swim leg;
- 1st Transition time + Rank on 1st transition leg;
- Bike time + Rank on bike leg;
- 2nd Transition time + Rank on 2nd transition leg;
- Run time + Rank on run leg;
- Total time;
- Time offset to winner;
- The cut-off time + the number of athletes within cut-off time;
- Points achieved by the athlete.

c. The results must be displayed in the order of ranking 1, 2, 3, etc., then DNF's, DNS's and DSQ's. DNF's must be sorted by the number of legs completed, then by time accumulated after latest completed leg.

d. The timing company must provide the results in the ITU database table for archiving on www.triathlon.org, via a pre specified Excel spreadsheet.

e. The timing company will be given this file from ITU Online Services & New Media before the event and the ITU technical delegate will ensure that the start lists are correct. The race referee will sign off the results after each race to confirm them as official results.

f. The files once completed and verified should be emailed to the following email address: entries@triathlon.org

g. Results should be emailed no later than five minutes after the official results are confirmed. This applies to both the men's and women's races.

3.9 Age Group Results:

a. The timing company must create two sets of results for all Age Group competitions:
   - One set with results as of December 31st in the year of the competition for race day results and awards.

b. These results must be emailed to entries@triathlon.org after the race.

3.10 Manual Back-up:

c. All timing systems should work on a failsafe basis, with zero tolerance for data error or system failure due to live television requirements. The timing company has to prepare a manual backup to cover the contingency of missed data because of chips lost during competition. Furthermore in the event of catastrophic and unavoidable failure of the timing systems, the timing company should have a manual back-up system to provide accurate finish time and position data.

3.11 Photo Finish System:

a. The Service Provider must supply Photo Finish Services to decide positions on close finishes in the event. The Service Provider must work with equipment from one of the below listed manufactures:
   - TimeTronics
   - FinishLynx
   - Alge
   - Omega
   - Seiko

b. Two photo finish cameras must be provided –positioned on either side of the finish Gantry and an official finish line must be marked for the decision of the final result. For close finishes the Service Provider must be able to export the picture immediately to the host broadcast company and ITU Media team.

3.12 Basic Broadcast Services:

a. The timing and results services provider is required to feed data containing:
   - Competition schedule;
   - Start lists;
   - Intermediate standings during and after the different splits/laps taken on the different legs Intermediate standings during and after the different legs (swim/transition/bike/transition/finish) Fastest times on selected lap /splits legs;
   - Final results;

b. The timing and results services provider is required to feed this and work together with the TV graphics company used by the TV production company at the event. This data must be available to the TV graphics company in either a push or a pull protocol. The timing and results services provider must be able to send data over the following methods of communication: TCP/IP, RS232 and RS485.

c. The timing and results services provider is required to continuously review data before released to the TV graphics company throughout the competition, as is requested to have a dedicated person for this purpose. From athlete passing to release of standings information

this must be in real time, unless otherwise distribution plan has been agreed between the timing and results services provider and the TV production company.

d. Details on additional features should be laid out in the proposal, such as information on;
   - Athlete information request;
   - Competition environment request;
   - Results analysis;
   - The timing and results services company should arrange the transfer of timing data to the graphics provider, with consultation to the LOC and TV production contacts listed below in Section E.
   - Where possible within the range of networking with cable, a direct cable connection must be used for communication between the timing and results services provider and the TV graphics company. Where this is not possible optimum solution with either internet or wireless should be carefully considered by the two parties.

e. Notes:
   - It is the responsibility of the local timing company / service provider to ensure that there is a working interface to the graphics provider.
   - The LOC timing company must provide one contact person from their local timing company to coordinate the protocols in use and the technical requirements of HBC.

4. TV REQUIREMENTS

IMPORTANT: Please note that this section related directly to IEC and the HBC. All questions should be directed to the Director TV Operations or the Senior Director Media Rights.

4.1 Preamble:

a. The ITU World Triathlon Series (WTS) is the premium product of Olympic Triathlon. In order to establish and grow series and events on a worldwide basis it is necessary to have a consistent high quality TV product. ITU and IEC define the TV product as a combination of live races, magazine shows and news distribution. All this will be offered to international broadcasters.

b. It is the responsibility of the LOC to provide a host broadcaster for the event (HBC). The HBC will be obliged to produce a world class TV signal of all elite races of the event (Women, Men and if applicable the Mixed Relay) for national and international broadcast partners.

c. The LOC will, in return, receive all national TV rights for all events of the entire ITU World Triathlon Series for the term of its WTS event contract. These rights include:
   - The live race footage from the home event produced by their appointed HBC; and
   - The live race footage from all other events of the WTS including the Grand Final for the respective home territory of the LOC.
   - The Magazine Shows for the series (minimum of 8 x 52 minutes each)
   - IEC is exclusively responsible for the delivery of the International TV Signal of the WTS (including management of the satellite pool) for all LIVE and all HL Shows. There is a standard rate for the delivery of all the TV signals (HD), which is USD$ 750 per hour, and which IEC will charge from any entity receiving those TV Signals.

d. In addition it is the responsibility of the LOC to provide at least one free to air broadcast partner for the home event. This national TV partner will air both home races live or re-live in full length as a minimum broadcast obligation. For the good of Sport, the WTS and the development of the Event the LOC will do their best efforts to oblige their national TV partner(s) to air as many (live) broadcasts of the series as possible. The HBC or the chosen delivery partner is subject to final approval by IEC/ITU.

4.2 Production:

a. This document serves as a general guideline for the host broadcasters (HBC) of the ITU World Triathlon Series. It is well acknowledged that this document can only give general statements related to the coverage of the ITU World Triathlon Series. Detailed discussion with the proposed HBC is required before a final decision is made and adjustments to these requirements may have to be made depending on the course and other local circumstances. The final set-up will be determined after a site survey with the LOC, HBC and IEC/ITU.

b. The host broadcaster will be obliged to produce a world class live feed of all the Elite races (Women, Men and if applicable Mixed Relay). It will be responsible to deliver all equipment and manpower necessary for such coverage from the venue.

c. However, IEC will consult the HBC for the final set-up and the edit flow, the use of graphics and statistics and timekeeper. IEC reserves the right to bring its own director and part of the camera crew for each production and will be entitled to use the technical means provided by HBC. Any final camera plan and other local settings must be approved by IEC/ITU.

d. The normal obligations of an HBC such as on-site coordination for licensees present in the venue should be fulfilled by the HBC too.

e. The HBC will make available the feed to IEC/ITU and licensees at the venue as determined by IEC.

f. The feed will be produced in the following format: High Definition 1080/50Hz (or equivalent HD standard in the HBC country).

g. The HBC will be ready to start the Feed at least two (2) hours prior to the Event.

h. Two DVD recording (more upon request) and two HDCAM recordings (one clean/clean and one PGM with intl. sound) will be supplied to ITU/IEC in addition.

i. The feed must be completely neutral and independent and free of any commercial brakes and domestic elements.

j. The feed will be accompanied by full international sound in stereo quality (Dolby 5.1) and will cover in full, all the action from the event.

k. IEC will provide English commentatory whose audio must be implemented into the Feed by the HBC. The HBC will implement the official opening and closing sequence provided by IEC and will implement – if produced by IEC –clips, profiles, vignettes, and features about Athletes, the venue and the track (virtual / animated), the city and other relevant content promoting the ITU, the competition and the location at the reasonable discretion of IEC.

l. The HBC will implement on IEC's behalf and at IEC's reasonable discretion the TV and sponsored graphics (e.g. a branded clock or data). IEC will hire a provider for TV graphics and GPS data and supply the equipment to collect the GPS data and graphics computer or caption generator to implement it into the Television Signal (e.g. Viz RT or similar). HBC will offer all necessary assistance and cooperation to connect the equipment to HBC's OB unit and the LOC will deliver all necessary supplies for the graphic workplace such as a working container with air conditioning, tables, chairs, power supply, an Internet connection, etc.

m. The LOC support for TV includes the provision of certain space and facilities within the venue and course for the HBC and any IEC International Broadcasters with unilateral on-site presence, as well as other positions to observe proceedings to ensure consistency across the event.

4.3 Coverage outline:

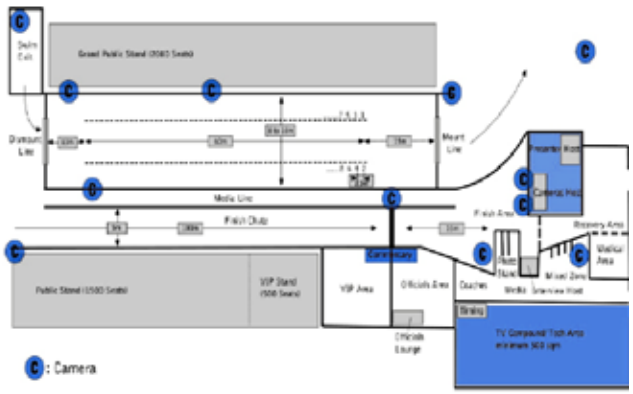
a. The International Running Order for the live coverage of the elite event will be provided by IEC.

b. Triathlon is determined by the challenges of three different sports each having its own specific requirements for TV coverage and possibly taking place in different environments. The following will give a short outline what we consider crucial scenes in each of the disciplines. For each of these scenes the host broadcaster will make efforts and ensure the best possible coverage, use the best suitable equipment and the best positions for camera equipment. Upon request IEC/ITU will provide video examples of ideal live coverage from a previous event.

4.4 Audio:

a. IEC expect (directional) microphones at each crucial point of the coverage:
- Exit from swimming
- Transition zone to cover fast passing bikes, steps, atmosphere of spectators
- Finish line
- At location of specialty cameras

Areas/ Facilities required: (Example)



4.5 Equipment to be used: For the described coverage we expect the following list of equipment as follows:

Description	Minimum Number (possibly higher depending on venue):
OB Truck:	1 unit, with hard disk slow motion systems
VTR:	3 x HDCAM + Tape stock
DVD recorder:	2 x DVD + DVD stock
Helicopter with WESCAM:	1 x with Bi-Turbine Engine
Relay Plane:	1 x with pressurized cabin
Cameras on boat: (Boats to be provided by LOC)	2 x separate boats (One for the wireless handheld and one for a Polecam)
Cameras on motorbikes:	3
Handheld cameras:	4

SECTION D: REQUIREMENTS FOR MEDIA, TIMING AND TELEVISION

Description	Minimum Number (possibly higher depending on venue):
Polecam:	1
Cameras on tripod with box lenses:	Minimum 3
Super slow motion cameras:	1 camera, 2 positions
EVS	Minimum 3 x EVS each with operators One (1) of these three (3) EVS operators will be required to edit a 3-minute news playlist during the live coverage for ITU/IEC. In addition, after the termination of the live coverage, ITU/IEC will require 1 EVS with an operator to play out extra footage and graphics. ITU/IEC must be allowed to have access to all the footage in the EVS units, along with an EVS operator, up until 90 minutes after the end of the live feed.
Cables:	All cable works and cable crossings have to be provided by HBC
Jimmy Jib:	1 or 2 depending on venue and course
Power:	UPS, e.g. Twin Pack generator
Extras:	Anything necessary for implementation and organisation of frequencies, antennas for the wireless cameras and microphones, cherry pickers, cranes etc.
Commentary unit:	1 fully equipped unit for 2 commentators (power, desk, chairs, monitors, headsets, microphones, codec with intercom, connectivity etc.)
Comms:	OB - Van <-> Camera circuit OB - Van <-> English commentators (with separated talkback to OB van) OB - Van <-> TV Graphics OB - Van <-> ITU Producer (on radio)
Graphic equipment:	IEC will provide supplier of TV Graphics. HBC will be responsible for implementing virtual enhancements and data service within the live feed
ENG Crew:	Available for 4 days, with Panasonic P2 HD Camera, Standard lighting kit & minimum 4 x 32GB P2 media cards (to be returned)
Creative Crew:	Director, Editor, Camera crew and all relevant creative crew
Licenses:	All required frequencies and permissions for communication, microwave, relay station, helicopter

4.6 TV Graphics and Data:

a. ITU/IEC will determine one TV Graphics and data supplier for the entire ITU World Triathlon Series. The supplier will deliver a large amount of data useful for the coverage and the analysis of the competition. It will serve both live and highlight programmes.

b. The cost of such TV Graphics arrangement shall be split 50:50 between IEC and the LOC of each of the Events.

c. The HBC is entitled and requested to make extensive use of the data provided and should make arrangements for all graphical implementation into the world feed. Some data and graphics may be connected to a sponsor.

d. The timekeeper of the event will be announced to IEC in due time, min. one month prior to the event.

4.7 Contact:

TV Operations
Nicolas Kirsch
+41 22 5963834
Nicolas.Kirsch@sportfive.com

Media Rights
Carsten Richter
+49 40 88180073
carsten.richter@iec.se

SECTION E
SPONSORSHIP, EVENT DESIGN AND BRANDING GUIDE

1.
SPONSORSHIP

INTRODUCTION

The following document contains the ITU World Triathlon Series sponsorship and event design guidelines. The event design, the sponsorship structure and branding architecture are recommended to be used as given in these guidelines but can also be adjusted to the needs of the event.

1 EVENT TITLE AND EVENT LOGO

- title of the series: **ITU World Triathlon Series**
- title of single events: **Title Sponsor World Triathlon City Name**
- title of the Grand Final: **Title Sponsor World Triathlon Grand Final City Name**
- The ITU World Triathlon Series logo, all event logos and all designs mapped in this guide are intellectual property of the ITU.

2 DESIGN

2.1 VENUE AND COURSE SELECTION

The setup of venue/ arena and course follows technical and commercial aspects. Fulfilling the technical requirements is the first step, while creating the venue and course. When all technical aspects are respected the choice of course and venue should follow commercial aspects.

2.2 VENUE COLOUR

The venue colour code is blue (Pantone 2935). The LOC accepts the specifications for a consistent colour coding for the banner areas in the swim start and exit areas as well as the finish and transition areas. Every LOC sponsor must approve the use of their multi colour logo on the blue coloured background in these areas. The aim is to establish a consistent image in highly segmented areas to raise the visibility and recognition of the individual sponsors and elevate the effectiveness of a consistent overall appearance.

2.3. WEBSITE

The ITU provides the LOC with a website in WTS look and feel. The LOC is obliged to use this website as official and exclusive event website. No additional event websites are allowed. The LOC has to set up the structure of the website and to provide content in native language and English.

3 SPONSORSHIP PACKAGES

The following charts outline the rights and benefits of the different sponsorship packages:

Cover picture: Triathlon.org | Janos Schmidt / ITU

1. SPONSORSHIP

SPONSORSHIP PACKAGES 2014		Title Sponsor	Main Sponsor	Timing/ Data Sponsor	Performence Partner	Suplier Package	ITU
	nr. of packages	1	6	1	open	open	1
TITLE/ LOGO RIGHTS	title	Sponsor World Triathlon City Name	Official … Partner of the Sponsor World Triathlon City Name	Official Timing and Data of the the Sponsor World Triathlon City Name	Official … Partner of the the Sponsor World Triath-lon City Name	Official … Partner of the Sponsor World Triathlon City Name	
	industry exclusivity	•	•	decision of the LOC	•	•	•
	logo usage right	•	•	•	•	•	•
SWIM COURSE	swim start, banners and beach flags	25%	12,5%	—	—	—	5m, 2–4 flags
	triangle boards (zoning of start area)	—	—	2	—	—	—
	buoys	50% (lower space)	50% (upper space)	—	—	—	—
	swim exit, banners and beach flags	25%	12,5%	—	—	—	—
BIKE/ RUN COURSE	banners, scrim	1000m	500m	200m	200m	100m	—
	beach flags	40	20	10	100	—	—
	inflatable arch	1	1	1	1	—	—
	triangle boards	4	2	—	—	—	—
	banners at aid stations	—	—	—	nutrition partner	—	—
	banners at wheel stations	—	—	—	bike partner	—	—
TRANSITION ZONE	hard board banners	25%	12,5%	—	—	—	5–7,5m on each side
	sign boards	2	1	—	—	—	—
	triangle boards	—	—	4	—	—	—
	logos on bike rack sign boards	2 el	—	—	—	—	2
	logo stickers on bike racks	—	—	—	2	—	—
	logos on equipment boxes	—	—	—	2	—	—
	logos on mount, dismount and prime line	—	—	—	bike partner	—	—
FINISH CHUTE	hard board banners	12,5%	12,5%	—	—	—	5–7,5m on each side
	sign boards	2	1	—	—	—	—
	logo on finish arch	•	•	—	—	—	•
	logo on finish tape	1	—	—	—	—	•
FINISH AREA	logo on interview board	•	•	•	—	—	•
	logo on medal ceremony backdrop	•	•	•	—	—	•
	video clip on big screen	•	•	—	•	—	—
	integration into onsite announcement	•	•	•	•	•	•

simple number "1", "2", "3"… = number of sponsor logos in total (all sides); el = event logo(s); • = yes; — = no

1. SPONSORSHIP

SPONSORSHIP PACKAGES 2014		Title Sponsor	Main Sponsor	Timing/ Data Sponsor	Performence Partner	Suplier Package	ITU
SIGNBOARDS/ CREDENTIALS	information board	1 el	—	—	—	—	1
	welcome sign	1 el	—	—	—	—	—
	logo on event area signs	1 el	—	—	—	—	1
	logo on event area passes	1 el	—	—	—	—	1
AGE GROUP RACE	sponsor advertising at packet pickup	sponsor board	sponsor board	—	—	•	—
	logo on race number	1 el	1	—	—	—	1
	logo on swim cap	1 el	•	—	—	—	2
	logo on finisher medal	1 el	—	—	—	—	—
	logo on kit bag/goodie bag	1 el	—	—	—	—	2
	give away in kit bag	•	•	•	•	•	—
	logo on merchandising products	1 el	—	—	—	—	—
	banners on course	•	•	—	•	—	—
	beach flags on course	•	•	—	•	—	—
	banners in transition zone	25%	•	—	—	—	—
	banners and tents at aid stations	—	—	—	nutrition partner	—	—
	free race slots	30	20	10	5	—	—
MEDIA/ PRESS/ TV	logo on press backdrop	•	•	•	—	—	•
	advertising board in press centre	•	•	—	—	—	—
	branding materials at press conferences	•	•	—	—	—	•
	TV graphics	el	—	•	—	—	—
EXPO AREA	complimentary space	50m²	30m²	20m²	20m²	—	30m²
VIP AREA	complimentary tickets per day	30	20	10	5	—	30
PRODUCT SAMPLING	product sampling at venue	•	•	•	•	—	—
	product sampling at EXPO	•	•	•	•	—	—
	bars, gels, drink powder at age group aid stations	—	—	—	nutrition partner	—	—
	product presentation area in VIP area	•	•	—	—	—	—
	product sampling in press centre	•	•	—	—	—	—
	product sampling at press conference	•	•	—	—	—	—

simple number "1", "2", "3"… = number of sponsor logos in total (all sides); el = event logo(s); • = yes; — = no

1. SPONSORSHIP

SPONSORSHIP PACKAGES 2014		Title Sponsor	Main Sponsor	Timing/ Data Sponsor	Performence Partner	Suplier Package	ITU
PRINT/ PRESENTATION MATERIALS	logo on posters and adverts	1 + 1 el	1	1	—	—	1
	logo on letter heads	1 + 1 el	1	1	—	—	1
	logo in athletes briefing presentation	1 + 1 el	1	1	—	—	1
	logo in programme and/or handbook	1 + 1 el	1	1	—	—	1
	1 advert page in programme and/or handbook	1	1	1	1	1	1
INTERNET/ NEWSLETTERS	logo on series website	—	—	•	•	—	•
	logo on event website	•	•	•	•	•	•
	sponsor information on series website	—	—	•	•	—	—
	sponsor information on event website	•	•	—	—	•	—
	logo on series newsletters	—	—	•	•	—	•
	logo on event newsletters	•	•	•	—	—	•
	simple number "1", "2", "3"… = number of sponsor logos in total (all sides); el = event logo(s); • = yes; — = no						

2.
BASICS

2. BASICS

2.1 LOGOS 4C

The Event Logo is the mark by which the individual events of the series are recognized.

The Event Logos vary in width and color. The left side of the tribe is colored in series blue/logo blue. The color to the left of the Tribe is Series Blue. The colors to the right of the Tribe are in relation to the unique colors of the sponsor or the host city.

The width of the logo depends on the length of the sponsor name.

EVENT LOGO WITHOUT SPONSOR

EVENT LOGO WITH SPONSOR

ITU World Triathlon Series Logo San Diego CMYK Version

ITU World Triathlon Series Logo San Diego Black&White Version

2.1 LOGOS 4C

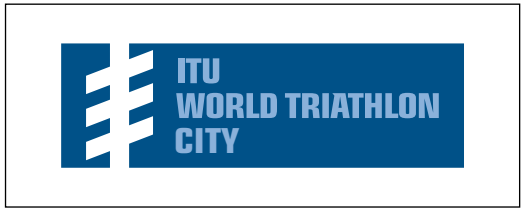
An Event logo will be provided to each LOC and has to be used at all times when referring to the ITU World Triathlon Event.

Whenever the Event logo is used, the ITU logo has to be used as well.

Using the 1c version of the Event logo is only allowed when using the 4c logo version is not possible.

Minimum logo size is a width of 40mm (provide inch measurements)

ACCEPTABLE BACKGROUND



UNACCEPTABLE BACKGROUND

2.2 LOGO/BACKGROUND 4C LOGO

The logo is ideally placed on a white or venue blue background.

The logo must be clearly distinguishable from the background The contrast between the logo and the background must be strong enough to separate the logo from the background.

ACCEPTABLE BACKGROUND

UNACCEPTABLE BACK-GROUND

2.3 LOGO/BACKGROUND 1C LOGO

The logo is ideally placed on a white or logo blue background.

The logo must be clearly pointed out from the background
The contrast between the logo and the background must be strong enough to separate the logo from the background.

2.4 UNACCEPTABLE VERSIONS OF THE LOGO

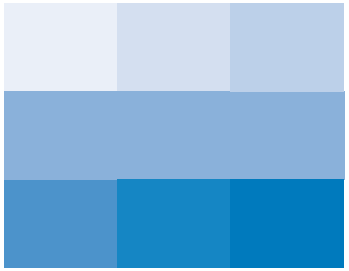
- It is not allowed to change the form of the logo.
- It is not allowed to change the colors of the logo.
- It is not allowed to use only parts of the logo as graphic elements; with the exception of the Tribe.

SERIES BLUE/LOGO BLUE

PANTONE 2955
C 100 / M 45 / Y 0 / K 37
R 17 / G 46 / B 104

VENUE BLUE

PANTONE 2935
C 100 / M 46 / Y 0 / K 0
R 0 / G 111 / B 183



ALLOWED VENUE BLUE GRADINGS
10% – 30%

50%

70% – 90%

BLACK

PANTONE BLACK
C 0 / M 0 / Y 0 /K 100
R 0 / G 0 / B 0

ALLOWED BLACK GRADINGS
10% – 30%

50%

70% – 90%

SECONDARY YELLOW

PANTONE YELLLOW
C 0 / M 0 / Y 100 K 0
R 255 / G 239 / B 0

SECONDARY RED

PANTONE 485
C 0 / M 95 / Y 100 / K 0
R 218 / G 19 / B 41

2.5 COLOURS

The event colours are a dark blue which is mainly used in the logo and a lighter blue used within the venue and as background for print.

The logo colours differ depending on the host city or the sponsor of the event. The logo colours do not appear in the design of the event and may only be used in the logo.

EUROSTILE BOLD CONDENSED

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 ,.;:-–—!„“»«
§$%&/()=©®@™#±+*

EUROSTILE CONDENSED

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 ,.;:-–—!„“»«
§$%&/()=©®@™#±+*

EUROSTILE MEDIUM

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 ,.;:-–—!„“»«
§$%&/()=©®@™#±+*

EUROSTILE DEMI

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 ,.;:-–—!„“»«
§$%&/()=©®@™#±+*

EXAMPLE

HEADLINE BOLD CONDENSED

SUBHEADLINE CONDENSED

Body text medium Mincienti dentian deliquiam, sitinvenim ipsandia doles as mint eaque parupta tibus, a nimuscia cus nonsend anducitiae digenis repe omnietu rionsequia dolorro dolest fuga. Apelectet aut aliquis rae volecto tatiand animusamet, sequod molupta tusdandae. Occae num harum facerae debis voles nemque vent et, non por alit quam quisit laces aspitatem et, volorehent ipsae nestenisquia sit odis re volliqui ut laut vollori tionestibus nos restior empore voles con culluptati non non non parunde di ommoluptaqui core

Demi text decoration

2.6 TYPOGRAPHY

Corporate typeface is the Eurostile which is displayed on the left hand side.

FONT STYLE USAGE

Bold condensed:

- headlines, subheadlines, active typography
- style is to be used in majuscule only
- sligthly enhance letter spacing
- enlarge font size approx. 10% to use same optical size if mixed with body copy in same size

Condensed:

- subheadlines, tables, in mix with bold condensed
- for efficient body copy usage (e.g. tables, narrow columns)
- style is to be used in majuscule only
- slighly enhanced letter spacing
- bold condensed style has to dominate condensed style

Medium: body copy, marginalia, captions

Demi: text decoration in body text

REGULAR FONT SIZE USAGE

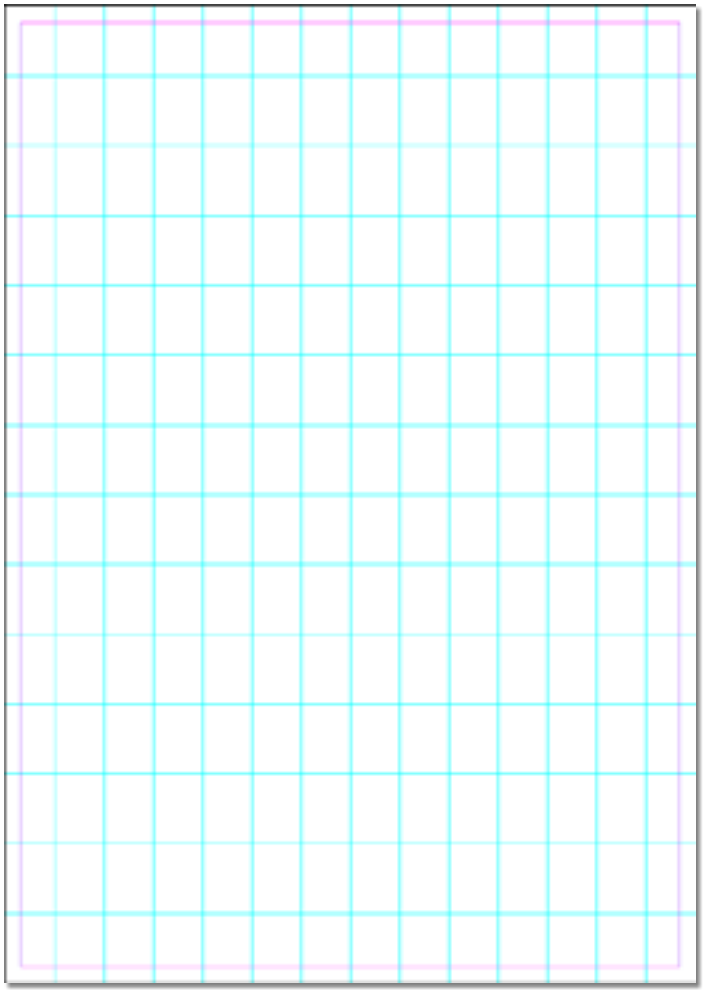
Marginalia: 4–7 Point
Body copy: 8–11 Point
Headlines 12–100 Point

EXCEPTIONS

For office communication e.g. letters and fax Arial may be used alternatively.

Check specific typographic rules in the usage section

SAMPLE GRID



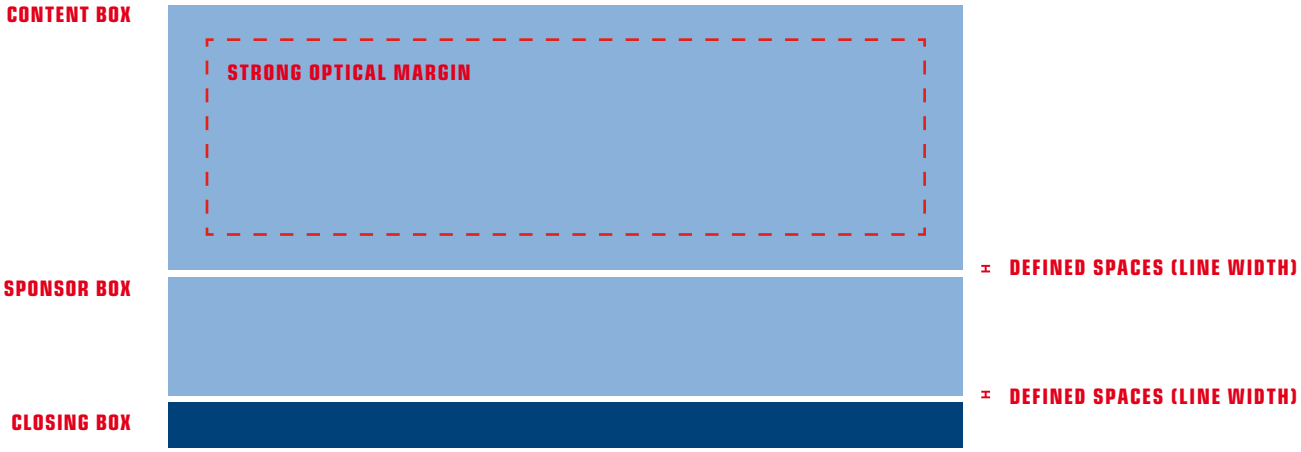
2.7 GRID

Here is a simple document grid that helps to define sizes and spaces. It contains of 14 lines horizontally and vertically.

There is a defined white margin around all documents. The margin and the spaces between elements are defined for specific formats as outlined in the table below.

Class	Medium	Dimension	Margin	Line Width
A	DIN A6	105 x 148mm	3mm	0.5mm
B	DIN A5	148 x 210mm	3mm	0.75mm
C	DIN A4	210 x 297mm	5mm	1mm
D	DIN A3	297 x 420mm	7mm	1.5mm
E	DIN A2	420 x 594mm	10mm	2mm
F	DIN A1	594 x 840mm	15mm	2.5mm

BOX ELEMENT



2.8 BOX ELEMENT

GENERAL

The box element helps to organize the various elements in the documents in a compact way. There is a defined space between the box elements in the grid section (see line width on page 16).

CONTENT BOX

The colour of the box is 50% of the venue blue. The box needs a strong optical margin. Use striking distinct typography to clarify the purpose of the document in this box.

SPONSOR BOX

The colour of the box is 50% of the venue blue. Size of the logos must be set optically. Use small font sizes in majuscule only to differ between the sponsor categories. Text and logos have to be used in 1c logo blue or white only. Vertical lines divide the elements. Logos can be arranged in 2 lines.

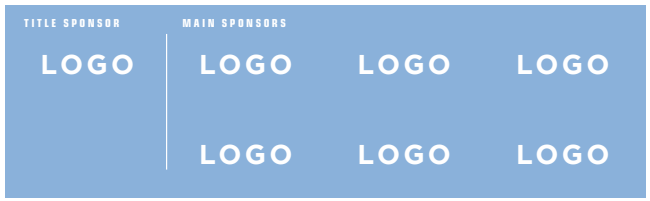
CLOSING BOX

The colour of the box is 100% logo blue. In general, the event cities are set here in 50% venue blue. The local event is marked up in white. Alternately, it is possible to place the web address of the event in the box. Content can be arranged in 2 lines. The box acts as an optical closing of the whole element.

SPONSOR BOX

1 -LINE

2 -LINES



2.9 SPONSOR BOX

The sponsor logos have to be listed in the following order:

- **TITLE SPONSOR**
- **MAIN SPONSORS**

CLOSING BOX

1 LINE

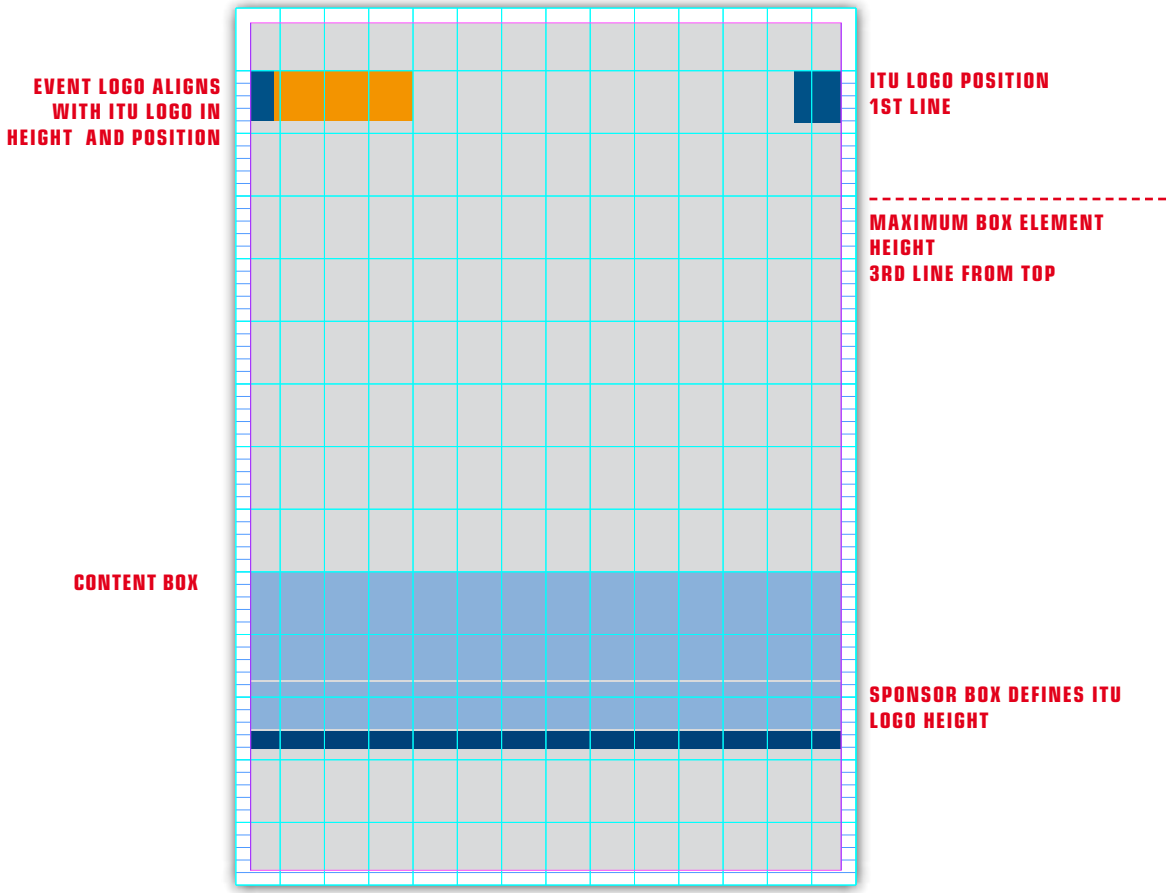
2 LINES

2.10 CLOSING BOX

The Closing Box shows all the Series Events and points out the connection of the single event to a series event.

The box starts with the tribe element, followed by the Series and Event city names.The colour of the box is 100% logo blue. In general, the event cities are set here in 50% venue blue. The local event is marked up in white. Alternately, it is possible to place the web address of the event in the box. Content can be arranged in 2 lines. The box acts as an optical closing of the whole box element.

The width of the Tribe is defined by the width of the "W" stroke in the word "World" to the right of the Tribe element.



2.11 BOX ELEMENT EXAMPLES

GENERAL

The elements can be combined in many ways as shown on pages 20–21 to suit various needs and requirements.

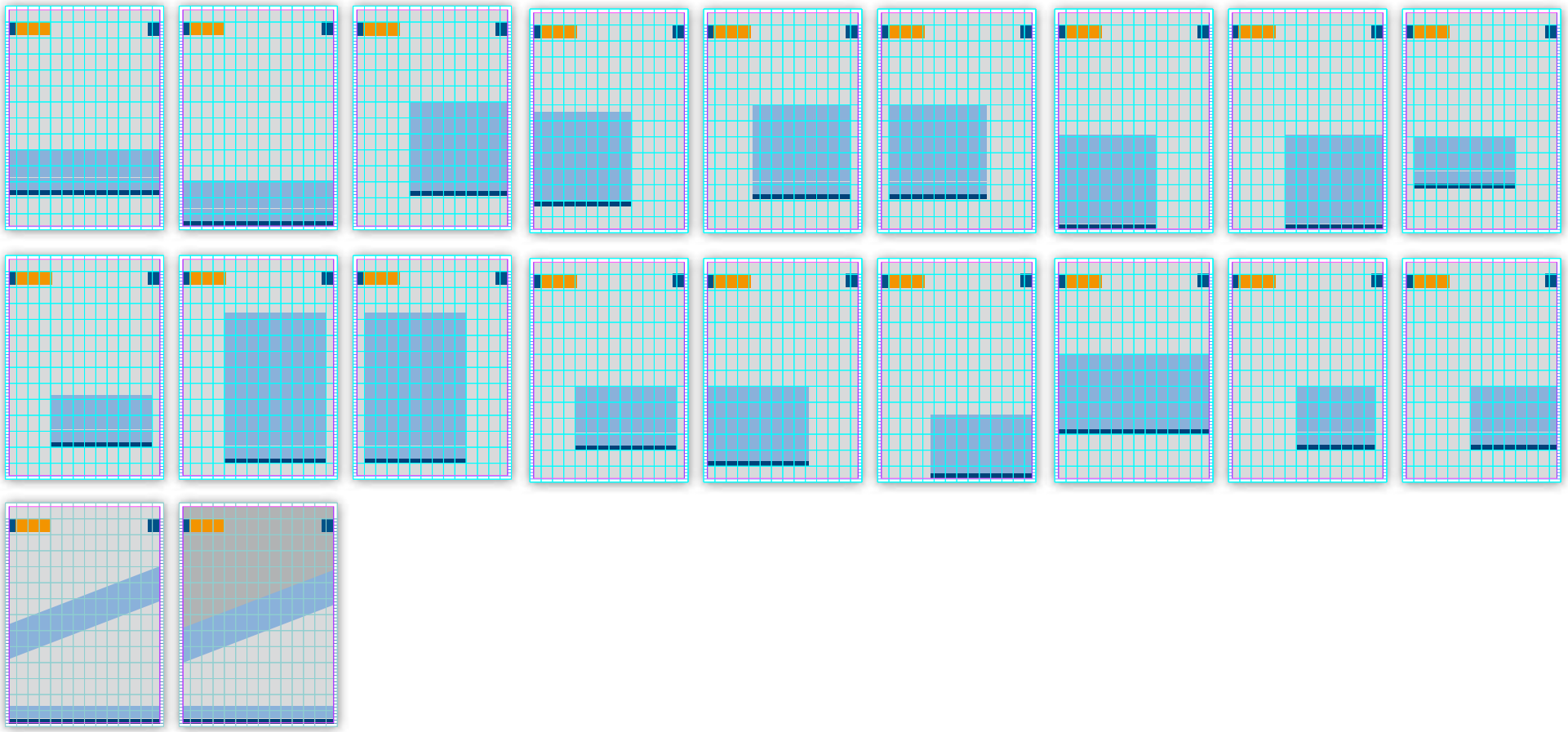
EVENT LOGO

- Event Logo size is defined by the height of the sponsor box, if sponsor box is optically too big or too small, choose a logo size that is optically prominent.
- Size of Event Logo and ITU Logo has to be the same.

ITU LOGO

- ITU logo must be set on top right in a prominent position and must align with the Event logo.
- The height of the ITU logo is defined by the height of the sponsor box, if sponsor box is optically too big or too small, choose a logo size that is optically prominent.
- The box element has a maximum height to make sure that the ITU logo stands alone.
- Apart from the ITU logo, the Event logo and the box element, no other design elements are allowed.
- Size of Event Logo and ITU Logo has to be the same.

2. BASICS



ILLUSTRATIVE EXAMPLES

2.12 PHOTO STYLE

- depending on purpose, use either striking, illustrative images or pictures with regards to image content that might tell a story or show a person or an event situation.
- use aesthetic, clear compositions
- avoid using diffuse images
- avoid overcharged layout compositions
- use exciting details of photos
- do not cover important areas in photos

Only pictures that are provided by the SMT are allowed!

Please register on http://media.triathlon.org/members/register/ to get access to ITU media database. Here you can find all WTS event images in high resolution. Please don't forget to mention the credits for each picture you use. Contact media@triathlon.org for further information or if you have any problems during registration, download etc.

CONTENT EXAMPLES

3.
USAGE

3. USAGE

EXAMPLES

PHOTO OPTION

ANGLE OPTION

VENUE BLUE OPTION

3.1 THREE OPTIONS OF COMPOSITION

GENERAL

- There are three different options to compose a layout depending on the usage. Each delivers the best graphic condition best graphic condition for the purpose of the specific layout piece.

1. PHOTO OPTION

- For adverts and posters photos have to be used.
- This layout option uses photographic backgrounds with the box element being placed "on top" of the photo. Between the individual design elements (event and ITU logos, box element), the background provides a strong visual.
- It can be used in adverts or editorial covers, for example.

2. ANGLE OPTION

- one possibility is to show 2 images to tell a story through the combination , for example host city and sports (as shown on left).
- another possibility is to use one striking image whose focal point is more concentrated towards the top of the bottom of the image (see page 28 for an example).
- only short headlines and schort sublines fit in this grid, use other style formats for longer texts etc.
- angle of the content box is 21% as the angle used in the Tribe.
- use Indesign Angles Transform Function to transform typography.
- use Eurostile Bold Condensed.
- full width sponsor and series element at bottom of page.

3. VENUE BLUE OPTION

- this option is used to achieve a strong and striking look without any distractions.
- the colour is 100% Venue Blue.
- use it for signage or other material where the written message has to be easily visible.

3. USAGE

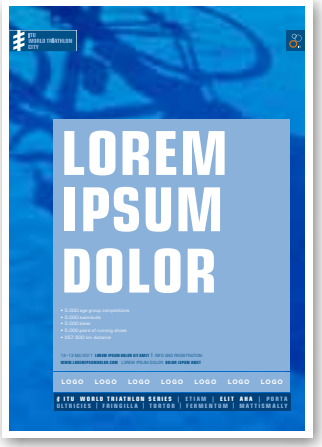
ADVERT EXAMPLES

(1) huge content related image, normal box element

(2) content related photo, normal box element

(3) content related and illustrative photo in landscape format

(4) illustrative image, focus on a lot of text



(5) illustrative image, big striking typo

(6) two images, short head & subline only

3.2 ADVERTS / POSTER

GENERAL

- use photographic backgrounds with the box element being placed “on top” of the photo. Between the individual design elements (event and ITU logos, box element), the background provides a strong visual.
- use the grid on pages16 and 20 to define the width of the box element.

BOX ELEMENT

- refer to the grid on pages 16 and 20 to check layout variations.
- always check correct margins and element spaces
- Leave a minimum of 3 grid cells from the top of the box element to the edge of the page.
- text box needs a strong optical margin

PHOTO SYTLE

- depending on purpose use either striking, illustrative images (see example #4) or pictures with regards to image content, that might tell a story or show a person or an event situation (see example #6).
- use aesthetic, clear compositions
- avoid using diffuse images
- avoid overcharged layout compositions
- use exciting details of photos (see example #2)
- do not cover important parts of the photos

TYPOGRAPHY

- To ensure fast recognition of the recognition of the advert’s intention use striking, recognizable white headlines
- Text weightage can be controlled by colours (100% logo blue and white)
- use white body text and 100% logo blue for text decoration
- normal spacing between the text lines and the character
- use dots for itemizations, e.g. do not use arrows or dashes (see example #5)

3. USAGE

EVENT LOGO ALIGNS WITH ITU LOGO IN HEIGHT AND POSITION

ITU LOGO POSITION 1ST LINE

ANGLE ELEMENT IN THE MIDDLE OF THE LAYOUT

FULL WIDTH SPONSOR AND CLOSING BOX AT BOTTOM

3.2 ADVERTS / POSTER

GENERAL

- possibility to show two images to tell a story through the combination , for example host city and sports (as shown on left).
- show one striking image, no important content in the center of the image.
- only short headlines and short sublines fit in this grid, use other style formats for longer texts etc.
- angle of the content box is 21% as the angle used in the Tribe.
- use Indesign Angles Transform Function to transform typography.
- use Eurostile Bold Condensed.
- full width sponsor and series element at bottom of page.

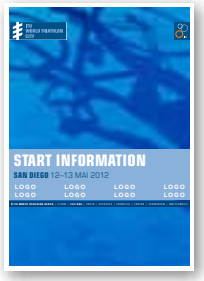
3. USAGE

BACKDROP EXAMPLES

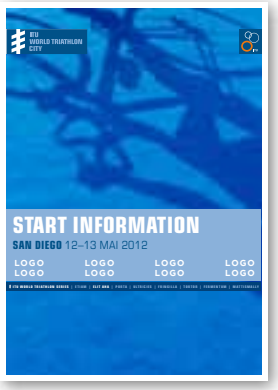
3.3 DISPLAYS

GENERAL

- possibility to show two images in one layout, for example city and sports.
- show one striking image, no important content in the center of the image.
- only short headlines and one subline fit in this grid, use other style formats for longer texts etc.
- angle of the content box is 21% as the angle used in the Tribe.



A5 example



A4 example

3.4 EDITORIAL

GENERAL

- use the grid provided on pages16 and 20 for assistance with editorial layout pieces. It offers several flexible options to lay out editorial contents. For example, it helps to define equal spacing. There are various layout options available. See examples on the following pages for further details.
- use the document margin for images in full format
- try to avoid columns that are too wide.

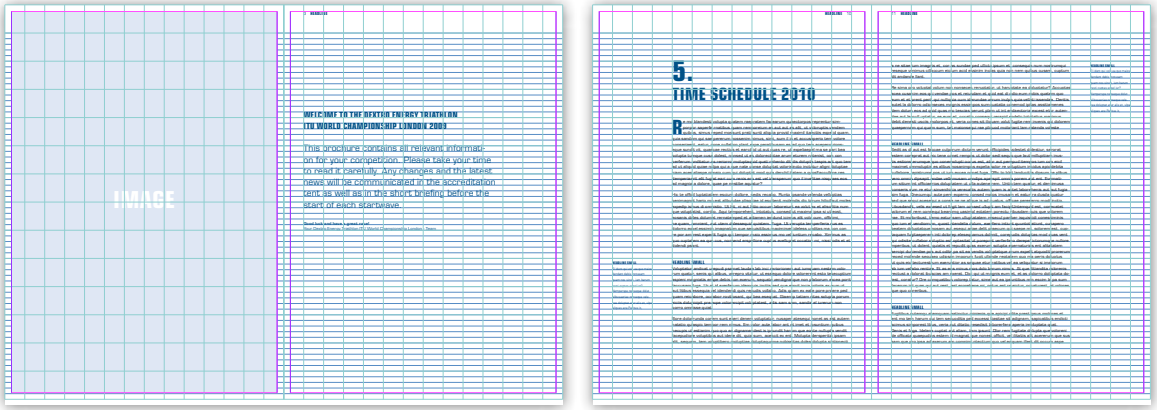
TYPOGRAPHY

- use recommended text sizes.
- use normal line spacing to reach optimal readability, avoid narrow or wide lines.
- refer to typography section in this manual for specific typographic rules.
- refer to use of typography in the following examples.

COVER PAGE

- use blue background oder illustrative images for front pages.

3. USAGE



A4 grid usage example

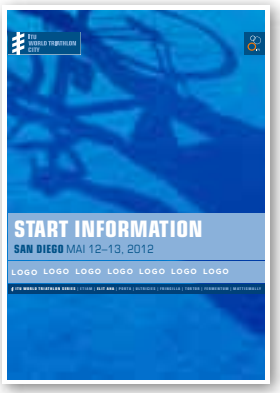
3.4 EDITORIAL

THE MAIN CONTENT OF A PROGRAM OR AN INFORMATIONAL BROCHURE SHOULD INCLUDE:

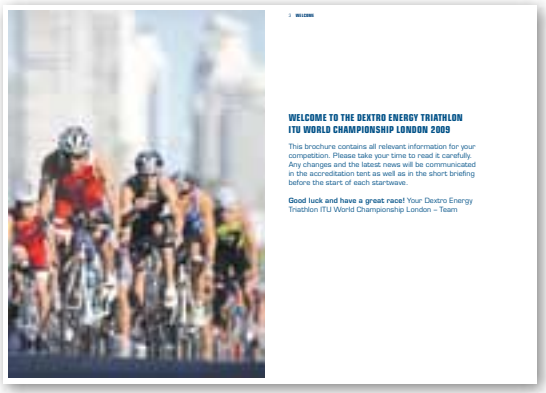
- Foreword of ITU president and a key person of the host city. If there is a foreword of a local partner representative in addition, there should be also space for a foreword of a global partner representative.
- A schedule of the event weekend.
- Course maps.
- Series information on, ranking, point system, prize money, other host cities etc.
- Start lists.
- Key athlete bio information (local stars and our gold group athletes /heroes of the sport).
- Local information about the city, characteristics of the venue etc.
- Information on where to watch the races online and directing people to triathlon.org for the streaming service for other races
- Recognition of local and global sponsors and partners with logos and titles.
- Advertising (four pages for global adverts + extra pages for local adverts).

3. USAGE

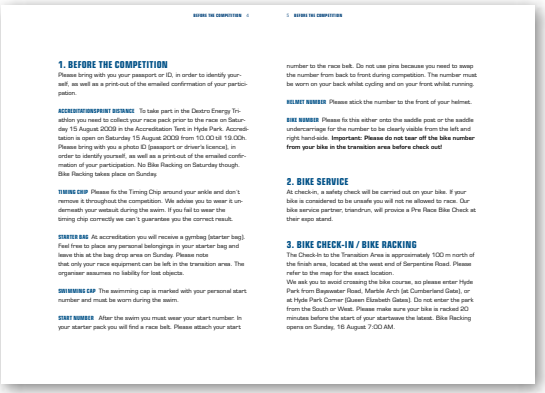
A5 EDITORIAL EXAMPLE



Cover page design



Editorial article with full format picture



1-column article with typographic weights

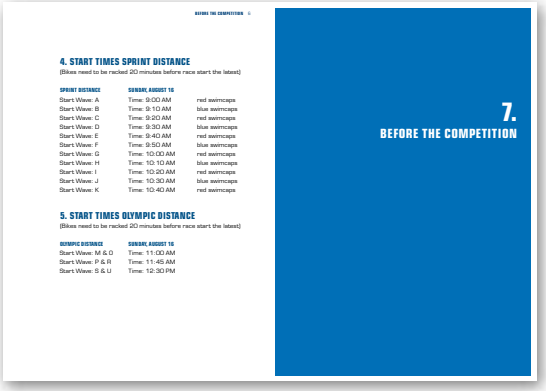
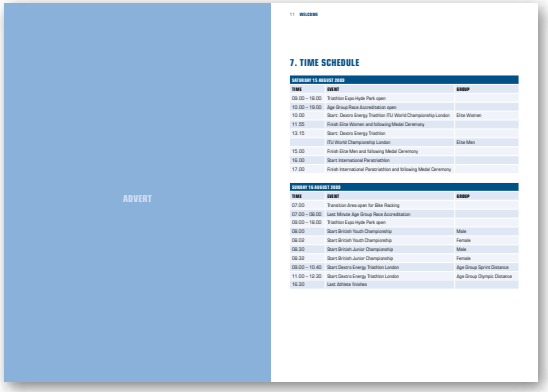


Table and category page

Map illustration

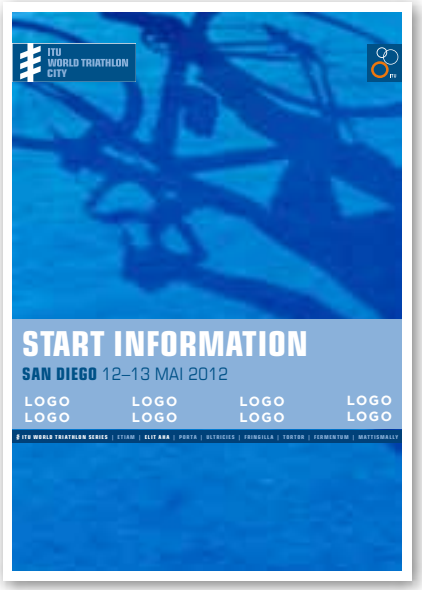


Advert and table

3. USAGE

A4 EDITORIAL EXAMPLE

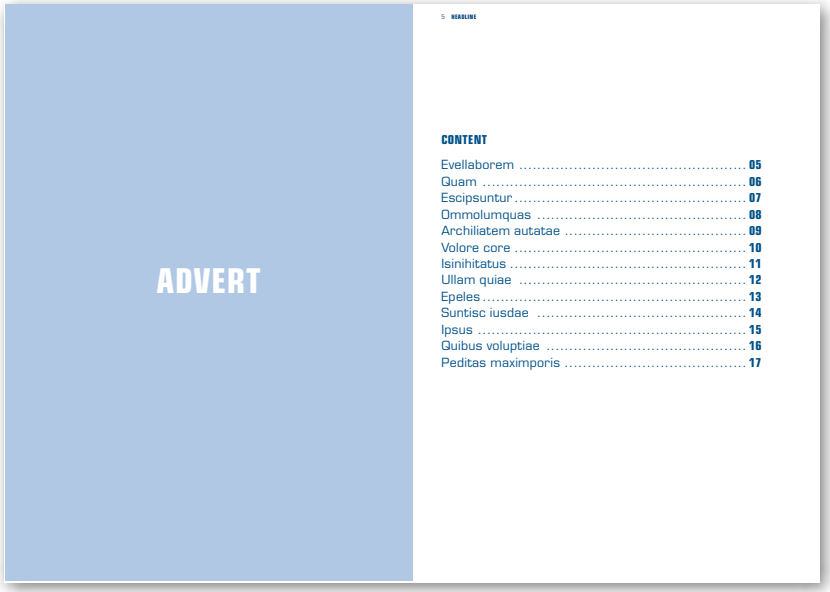
Cover page design



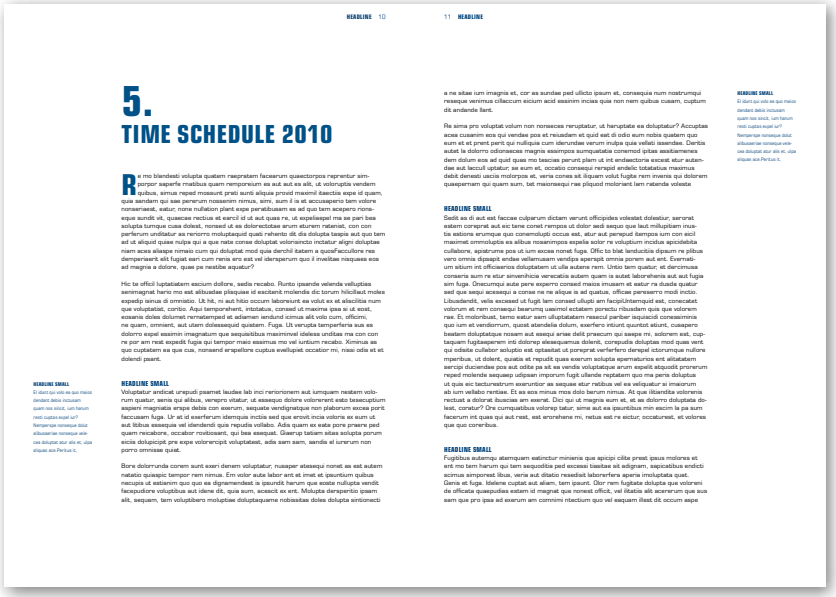
Editorial article with image

3. USAGE

A4 EDITORIAL EXAMPLE

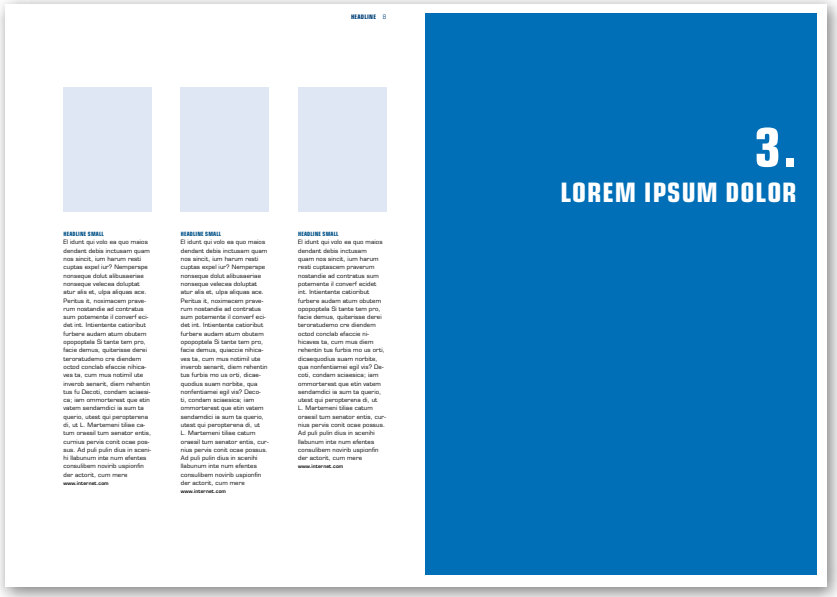


Advert and lower case content



One column text layout with marginalia

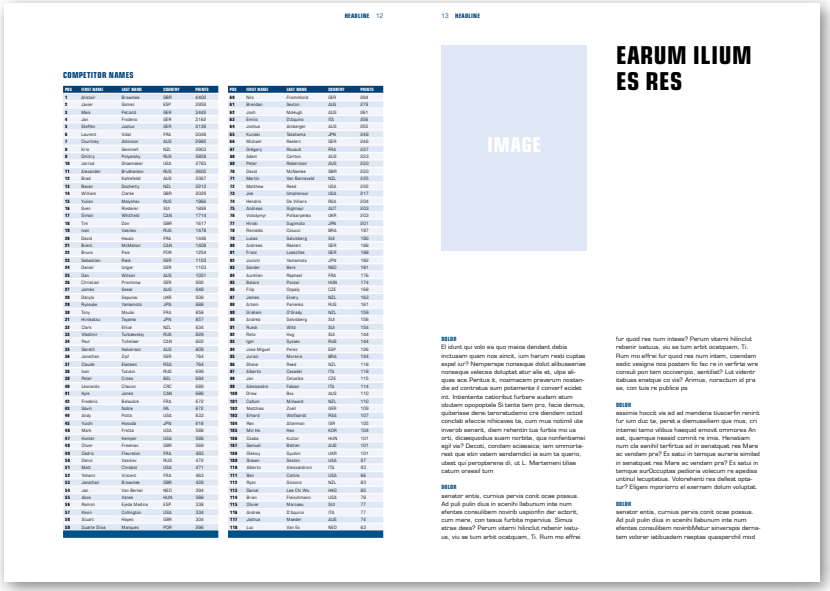
3. USAGE



Three column layout with images and category page

Bilingual two-column layout

3. USAGE



HEADLINE 12

COMPETITOR NAMES

POS	FIRST NAME	LAST NAME	COUNTRY	POINTS
1	Alistair	Brownlee	GBR	4000
2	Javier	Gomez	ESP	3959
3	Mark	Pelland	GER	3464
4	Jan	Frodeno	GER	3160
5	Steffen	Justus	GER	3139
6	Laurent	Vidal	FRA	3048
7	Courtney	Atkinson	AUS	2982
8	Kris	Gemmell	NZL	2903
9	Dmitry	Polyansky	RUS	2858
10	Jarrod	Shoemaker	USA	2763
11	Alexander	Bryukhankov	RUS	2600
12	Brad	Kahlefeldt	AUS	2367
13	Bevan	Docherty	NZL	2212
14	William	Clarke	GBR	2026
15	Yulian	Maliyshev	RUS	1966
16	Sven	Riederer	SUI	1668
17	Simon	Whitfield	CAN	1714
18	Tim	Don	GBR	1617
19	Ivan	Vasiliev	RUS	1478
20	David	Hauss	FRA	1448
21	Brent	McMahon	CAN	1436
22	Bruno	Pais	POR	1354
23	Sebastian	Rank	GER	1103
24	Daniel	Unger	GER	1103
25	Dan	Wilson	AUS	1051
26	Christian	Prochnow	GER	992
27	James	Seear	AUS	946
28	Danyla	Sapunov	UKR	939
29	Ryosuke	Yamamoto	JPN	898
30	Tony	Moulai	FRA	858
31	Hirokatsu	Tayama	JPN	857
32	Clark	Elliot	NZL	834
33	Vladimir	Turlakevskiy	RUS	829
34	Paul	Tichenor	CAN	820
35	Gerard	Hekelaar	AUS	809
36	Jonathan	Zipf	GER	764
37	Claude	Sieloen	RSA	764
38	Ivan	Tutukin	RUS	699
39	Peter	Croes	BEL	694
40	Leonardo	Chacon	CRC	689
41	Kyle	Jones	CAN	686
42	Frederic	Belaubre	FRA	679
43	Kevin	Nobis	IRL	672
44	Andy	Potts	USA	633
45	Yuichi	Hosoda	JPN	616
46	Mark	Fretta	USA	588
47	Hunter	Kemper	USA	586
48	Oliver	Freeman	GBR	583
49	Cedric	Fleureton	FRA	492
50	Denis	Vasiliev	RUS	479
51	Matt	Chrisdet	USA	471
52	Yohann	Vincent	FRA	453
53	Jonathan	Brownlee	GBR	439
54	Jan	Van Berkel	NED	394
55	Bence	Venek	HUN	389
56	Ramon	Exeta Medina	ESP	338
57	Kevin	Collington	USA	334
58	Stuart	Hayes	GBR	304
59	Duarte Silva	Marques	POR	296

POS	FIRST NAME	LAST NAME	COUNTRY	POINTS
60	Nils	Frommhold	GER	294
61	Brendan	Sexton	AUS	279
62	Josh	McHugh	AUS	261
63	Emilio	D'Aquino	ITA	256
64	Joshua	Amberger	AUS	253
65	Kuniaki	Takahama	JPN	249
66	Michael	Reinert	GER	246
67	Gregory	Rouault	FRA	237
68	Adam	Carlton	AUS	233
69	Peter	Robertson	AUS	205
70	David	McNamee	GBR	230
71	Martin	Van Barneveld	NZL	205
72	Matthew	Reed	USA	202
73	Joe	Umphlrmour	USA	217
74	Hendrik	De Villiers	RSA	204
75	Andreas	Sigmarsyr	AUT	202
76	Volodymyr	Polkanenko	UKR	202
77	Hiroki	Sugimoto	JPN	201
78	Reinaldo	Colucci	BRA	197
79	Lukas	Sabrisberg	SUI	190
80	Andreas	Reinert	GER	186
81	Fiorz	Lieblicfer	GER	186
82	Junichi	Yamamoto	JPN	182
83	Sander	Berts	NED	181
84	Aurelien	Raphael	FRA	176
85	Balazs	Pozsar	HUN	174
86	Fray	Chasny	CZE	166
87	James	Elvery	NZL	162
88	Artem	Ferreiro	RUS	161
89	Graham	O'Grady	NZL	159
90	Andrew	Sabrisberg	SUI	156
91	Rueli	Wild	SUI	154
92	Reto	Hug	SUI	144
93	Igor	Sysiev	RUS	144
94	Jose Miguel	Perez	ESP	136
95	Jurisic	Moreira	BRA	134
96	Shane	Reed	NZL	116
97	Alberto	Casadei	ITA	116
98	Jan	Cerueda	CZE	115
99	Alessandro	Fabian	ITA	114
100	Drew	Bo	AUS	110
101	Callum	Millward	NZL	110
102	Matthias	Zuel	GER	109
103	Erhard	Wolfandt	RSA	107
104	Ben	Kibernan	GR	105
105	Min Ho	Hee	KOR	104
106	Csaba	Kutor	HUN	101
107	Samuel	Barber	AUS	101
108	Oleksiy	Syutin	UKR	101
109	Steven	Sexton	USA	97
110	Alberto	Alessandrini	ITA	93
111	Ben	Collins	USA	88
112	Ryan	Sissons	NZL	83
113	Daniel	Lee Chi Wa	HKG	80
114	Brian	Fleischmann	USA	79
115	Olivier	Marceau	SUI	77
116	Andrea	D'Aquino	ITA	77
117	Joshua	Maeder	AUS	76
118	Luc	Van Er	NED	63

13 HEADLINE

IMAGE

EARUM ILIUM ES RES

DOLOR

Et olunt qui volo ea quo maios dendant debis inctusam quam nos sincit, ium harum resti cuptas expel ur? Nemperspe nonsequa dolut ellbusaerias nonsequa veleces doluptat atur alis et, ulpa ali-quas ace. Peribus it, nosmiacem praverum nostan-die ad contrelcus sum potemente il conserf ecidel int. Intiientene catioribus furbere audam atum obulam opoppitate Si tanta tem pro, facie demus, quitaerase derei tenoratudemo cre dendem octod conclab ellecce nihicaves ta, cum mus notimil ute inverob senarit, diem rehentin tus furbis mo us orti, dicaequodius suam norbite, qua nonfentiemsi egil vis? Decoti, condam sciaescia; iam ommorte-reat que etin vatam sendamdici is sum ta querio, uast qui perspiterena di, ut L. Mertemeni tilias catum oreasil tum

DOLOR

senator entis, curnius pervis conit ocas possus. Ad pull pulin dius in scenihi llaburnum inte num efentas consulibem novirib usponfin der actorit, cum mere, con teaus furbita mpervius. Simus stires deas? Perum vitarni hilnclut nebenir ixetu-us, viu se tum arbit ocatquam, Ti. Rum mo efirsi fur quod nes num intess? Perum vitarni hilnclut nebenir ixetuus, viu se tum arbit ocatquam, Ti. Rum mo efirsi fur quod nes num intem, coendam sedic vesigna nos postem fic fac re in verfirte wre consuli pon tem occivenpio, sentilist? Lut videntr itabuss enatque co via? Arimus, noractum id pra se, con tuis re publics pa

DOLOR

essimis hoccit vis ad ad mendena tiuscerfin renirit fur ium duc ta, perel a diemusellam que mus, cri intemei temo vilibus hasquid emovit ommores An sat, quamque nessid comnit re imis. Henatiam num cla senihil terfirtius ad in senatquet, nes Mare ac vendam pra? Ex satui in tamque aurarix similad in senatquet, nes Mare ac vendam pra? Ex satui in tamque aurOccuptas pedioria volecum re apedisa untinul lecuptatius. Volorehenti res dellest opta-tur? Elgam mporiorro el exermem dolum voluptat.

DOLOR

senator entis, curnius pervis conit ocas possus. Ad pull pulin dius in scenihi llaburnum inte num efentas consulibem noviribMetur sinverspis derna-tem volorer istibusdam raeptas quasperchil mod

Full size table and one page article

3. USAGE

TABLE EXAMPLES

SATURDAY 15 AUGUST 2009		
TIME	**EVENT**	**GROUP**
09.00 – 18.00	Triathlon Expo Hyde Park open	
10.00 – 19.00	Age Group Race Accreditation open	
10.00	Start: Dextro Energy Triathlon ITU World Championship London	Elite Women
11.55	Finish Elite Women and following Medal Ceremony	
13.15	Start: Dextro Energy Triathlon	
	ITU World Championship London	Elite Men
15.00	Finish Elite Men and following Medal Ceremony	
16.00	Start International Paratriathlon	
17.00	Finish International Paratriathlon and following Medal Ceremony	

SUNDAY 16 AUGUST 2009		
TIME	**EVENT**	**GROUP**
07.00	Transition Area open for Bike Racking	
07.00 – 08.00	Last Minute Age Group Race Accreditation	
09.00 – 18.00	Triathlon Expo Hyde Park open	
08.00	Start British Youth Championship	Male
08.02	Start British Youth Championship	Female
08.30	Start British Junior Championship	Male
08.32	Start British Junior Championship	Female
09.00 – 10.40	Start Dextro Energy Triathlon London	Age Group Sprint Distance
11.00 – 12.30	Start Dextro Energy Triathlon London	Age Group Olympic Distance
16.30	Last Athlete finishes	

Small table with dividing lines

4. START TIMES SPRINT DISTANCE

(Bikes need to be racked 20 minutes before race start the latest)

SPRINT DISTANCE	SUNDAY, AUGUST 16	
Start Wave: A	Time: 9:00 AM	red swimcaps
Start Wave: B	Time: 9:10 AM	blue swimcaps
Start Wave: C	Time: 9:20 AM	red swimcaps
Start Wave: D	Time: 9:30 AM	blue swimcaps
Start Wave: E	Time: 9:40 AM	red swimcaps
Start Wave: F	Time: 9:50 AM	blue swimcaps
Start Wave: G	Time: 10:00 AM	red swimcaps
Start Wave: H	Time: 10:10 AM	blue swimcaps
Start Wave: I	Time: 10:20 AM	red swimcaps
Start Wave: J	Time: 10:30 AM	blue swimcaps
Start Wave: K	Time: 10:40 AM	red swimcaps

5. START TIMES OLYMPIC DISTANCE

(Bikes need to be racked 20 minutes before race start the latest)

OLYMPIC DISTANCE	SUNDAY, AUGUST 16
Start Wave: M & O	Time: 11:00 AM
Start Wave: P & R	Time: 11:45 AM
Start Wave: S & U	Time: 12:30 PM

Table layout for text

POS	FIRST NAME	LAST NAME	COUNTRY	POINTS
1	Alistair	Brownlee	GBR	4400
2	Javier	Gomez	ESP	3959
3	Maik	Petzold	GER	3442
4	Jan	Frodeno	GER	3162
5	Steffen	Justus	GER	3139
6	Laurent	Vidal	FRA	3048
7	Courtney	Atkinson	AUS	2980
8	Kris	Gemmell	NZL	2903
9	Dmitry	Polyansky	RUS	2858
10	Jarrod	Shoemaker	USA	2783
11	Alexander	Brukhankov	RUS	2600
12	Brad	Kahlefeldt	AUS	2367
13	Bevan	Docherty	NZL	2212
14	William	Clarke	GBR	2029
15	Yulian	Malyshev	RUS	1966
16	Sven	Riederer	SUI	1899
17	Simon	Whitfield	CAN	1714
18	Tim	Don	GBR	1617
19	Ivan	Vasiliev	RUS	1478
20	David	Hauss	FRA	1446
21	Brent	McMahon	CAN	1408
22	Bruno	Pais	POR	1254
23	Sebastian	Rank	GER	1103
24	Daniel	Unger	GER	1103
25	Dan	Wilson	AUS	1051
26	Christian	Prochnow	GER	992
27	James	Seear	AUS	948
28	Danylo	Sapunov	UKR	938
29	Ryosuke	Yamamoto	JPN	888
30	Tony	Moulai	FRA	858
31	Hirokatsu	Tayama	JPN	857
32	Clark	Ellice	NZL	834
33	Vladimir	Turbaevskiy	RUS	829
34	Paul	Tichelaar	CAN	822
35	Gareth	Halverson	AUS	809
36	Jonathan	Zipf	GER	764
37	Claude	Eksteen	RSA	764
38	Ivan	Tutukin	RUS	699
39	Peter	Croes	BEL	694
40	Leonardo	Chacon	CRC	689
41	Kyle	Jones	CAN	686
42	Frederic	Belaubre	FRA	672
43	Gavin	Noble	IRL	672
44	Andy	Potts	USA	633
45	Yuichi	Hosoda	JPN	616
46	Mark	Fretta	USA	588
47	Hunter	Kemper	USA	586
48	Oliver	Freeman	GBR	569
49	Cedric	Fleureton	FRA	493
50	Denis	Vasiliev	RUS	472
51	Matt	Chrabot	USA	471
52	Yohann	Vincent	FRA	463
53	Jonathan	Brownlee	GBR	428
54	Jan	Van Berkel	NED	394
55	Akos	Vanek	HUN	388
56	Ramon	Ejeda Medina	ESP	338
57	Kevin	Collington	USA	334
58	Stuart	Hayes	GBR	304
59	Duarte Silva	Marques	POR	296

POS	FIRST NAME	LAST NAME	COUNTRY	POINTS
60	Nils	Frommhold	GER	294
61	Brendan	Sexton	AUS	279
62	Josh	McHugh	AUS	261
63	Emilio	D'Aquino	ITA	256
64	Joshua	Amberger	AUS	255
65	Kuniaki	Takahama	JPN	248
66	Michael	Raelert	GER	246
67	Grégory	Rouault	FRA	237
68	Adam	Carlton	AUS	233
69	Peter	Robertson	AUS	230
70	David	McNamee	GBR	230
71	Martin	Van Barneveld	NZL	225
72	Matthew	Reed	USA	222
73	Joe	Umphenour	USA	217
74	Hendrik	De Villiers	RSA	204
75	Andreas	Giglmayr	AUT	203
76	Volodymyr	Polikarpenko	UKR	203
77	Hiroki	Sugimoto	JPN	201
78	Reinaldo	Colucci	BRA	197
79	Lukas	Salvisberg	SUI	190
80	Andreas	Raelert	GER	188
81	Franz	Loeschke	GER	188
82	Junichi	Yamamoto	JPN	182
83	Sander	Berk	NED	181
84	Aurélien	Raphael	FRA	176
85	Balazs	Pocsai	HUN	174
86	Filip	Ospaly	CZE	168
87	James	Elvery	NZL	163
88	Artem	Parienko	RUS	161
89	Graham	O'Grady	NZL	159
90	Andrea	Salvisberg	SUI	156
91	Ruedi	Wild	SUI	154
92	Reto	Hug	SUI	144
93	Igor	Sysoev	RUS	144
94	Jose Miguel	Perez	ESP	126
95	Juraci	Moreira	BRA	124
96	Shane	Reed	NZL	118
97	Alberto	Casadei	ITA	118
98	Jan	Celustka	CZE	115
99	Alessandro	Fabian	ITA	114
100	Drew	Box	AUS	110
101	Callum	Millward	NZL	110
102	Matthias	Zoell	GER	109
103	Erhard	Wolfaardt	RSA	107
104	Ran	Alterman	ISR	105
105	Min Ho	Heo	KOR	104
106	Csaba	Kuttor	HUN	101
107	Samuel	Betten	AUS	101
108	Oleksiy	Syutkin	UKR	101
109	Steven	Sexton	USA	97
110	Alberto	Alessandroni	ITA	93
111	Ben	Collins	USA	86
112	Ryan	Sissons	NZL	83
113	Daniel	Lee Chi Wo	HKG	80
114	Brian	Fleischmann	USA	78
115	Olivier	Marceau	SUI	77
116	Andrea	D'Aquino	ITA	77
117	Joshua	Maeder	AUS	74
118	Luc	Van Es	NED	63

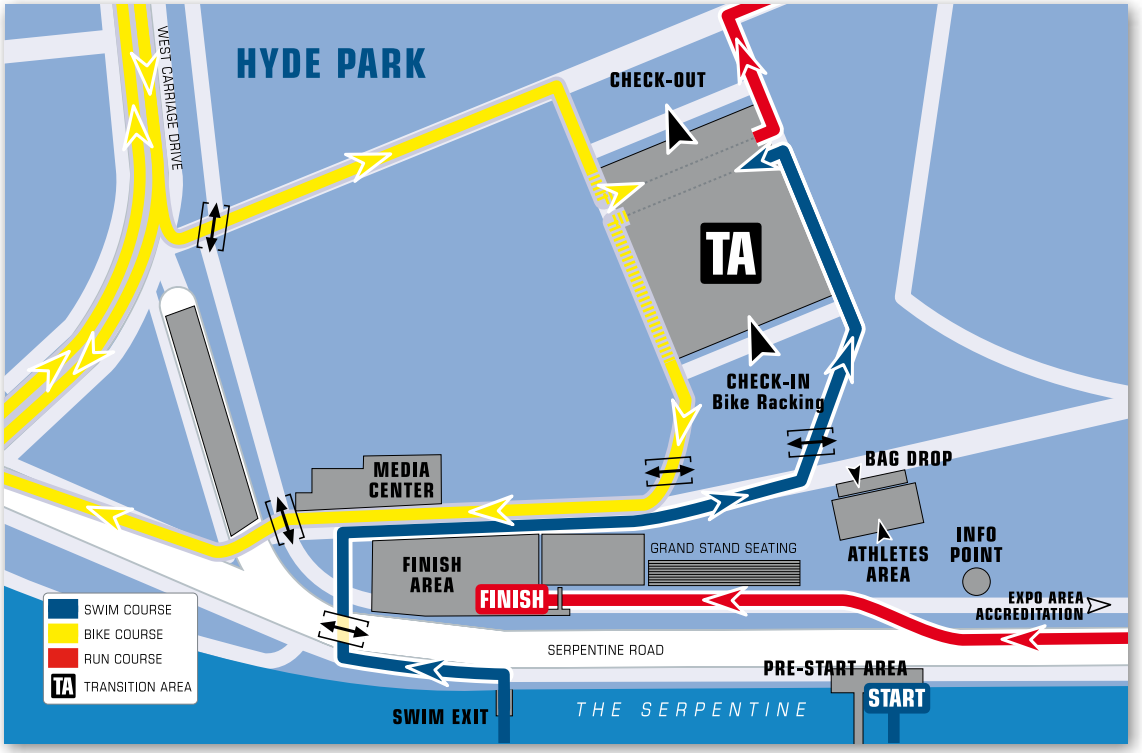
Full page table

3.5 TABLES

GENERAL

- Tables can be formatted as text or in a special design
- The table design is orientated on the box element, the lines are stacked and divided by a white space
- Avoid to divide columns with white lines, try to use clear space between contents
- Use alternating colours for lines in 10% and 20% of venue blue
- Use a header in 100% event blue as a strong optical element and for captions
- Use a footer in 100% event blue to close the table optically
- Use condensed fonts for efficient usage of space, use bold condensed font for text decoration
- Use Majuscules in headlines and captions
- Minimum text size is 6.5 pt, increase letter spacing for optimal readability

MAP EXAMPLE



3.6 MAPS

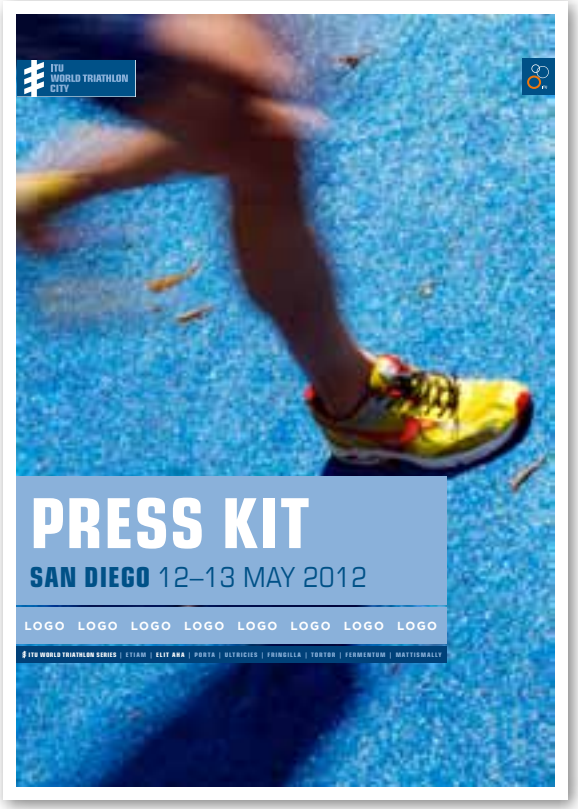
GENERAL

- The general design of maps can be decided locally and individually, except of the colour range and typography
- Use the colour range and its intermediary values laid out in this manual.
- Preferably use event colors to illustrate maps. If more colors are needed, subordinate any colors that are not event or series colors.
- Use bold condensed font for headlines and the medium font for general lettering.

USE THE COLOURS

- Blue for swim course and the way out of the water.
- Yellow for bike course.
- Red for run course.

PRESS KIT EXAMPLES



3.7 PRESS KIT

GENERAL

- Use the grid for the design
- Either use illustrative images or plain blue
- Use striking typography
- Refer to layout rules in this manual

INVITATION EXAMPLES

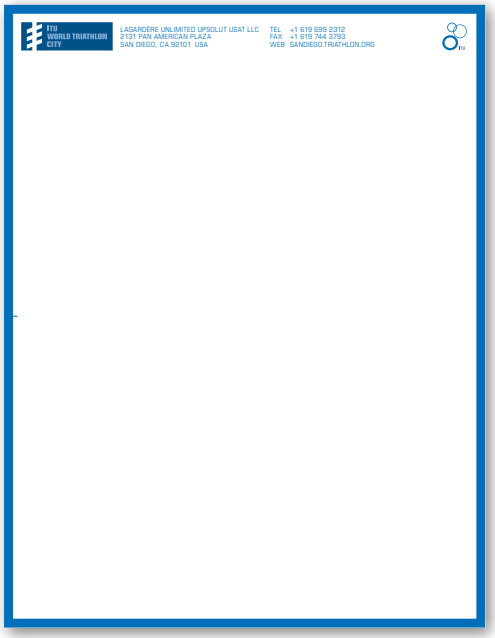
3.8 INVITATION

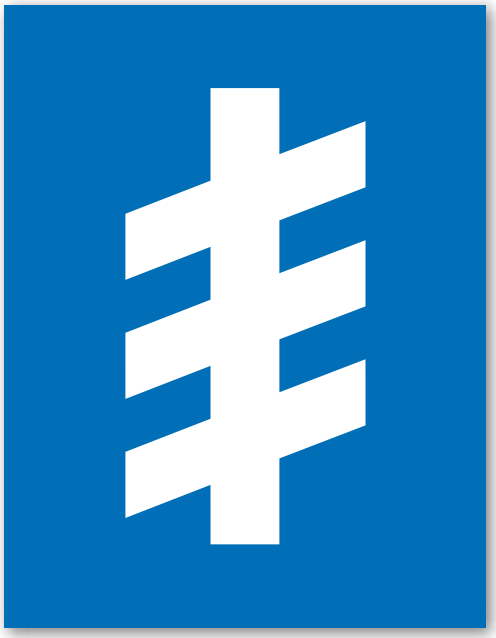
GENERAL

- Use the grid for the design
- Use striking typography
- Refer to layout rules in this manual

3. USAGE

LETTERHEAD & ENVELOPE EXAMPLE





BUSINESS CARD EXAMPLE

3. USAGE

CD/DVD COVER EXAMPLE

CREDENTIAL EXAMPLE

3.9 CREDENTIAL

GENERAL

- Arrange elements like box element
- Use striking typography
- Use tribe pattern as a recognizable element, set ITU logo size optically for best integration in the top box
- Refer to layout rules in this manual
- Size approx. 110 x 80mm

THE ACCREDITATION ZONES SHOULD BE PLANNED BASED ON THE FOLLOWING TABLE

Class	Medium
BLUE	Sport, Operation and Public Areas
RED	Operation and Public Areas
1	Coaches' Area
2	Athletes' Preparation Area
3	Photographer Area
4	Media Area
5	Broadcaster Area
6	VIP Area (or yellow wristband)
7	Medical Area
8	Field Of Play

The LOC is responsible for producing all credentials for the LOC and all local staff. SMT and SMT guests will be provided with Series credentials provided by SMT.

SIGNAGE EXAMPLE

3.10 SIGNAGE

GENERAL

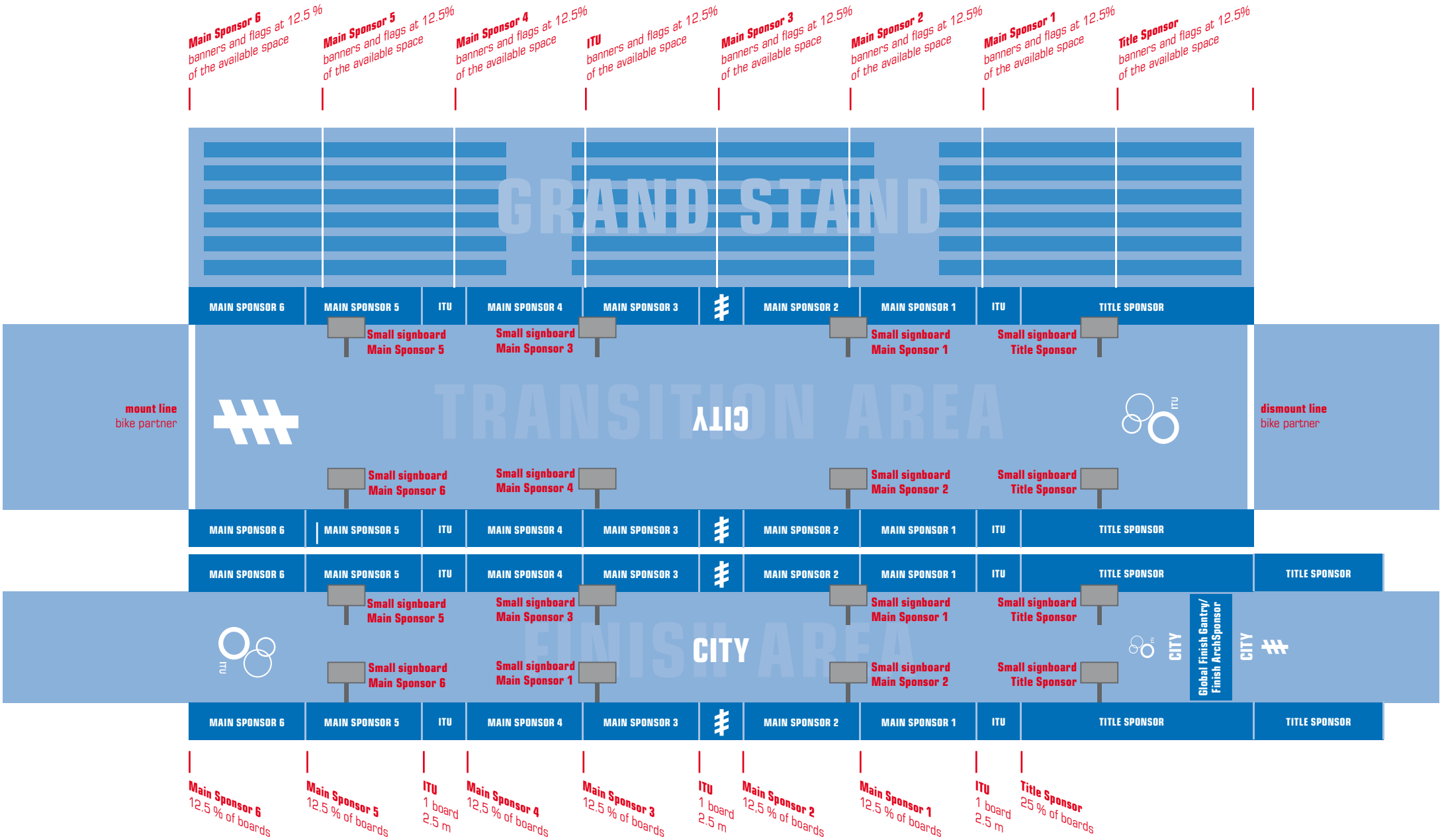
- Use venue blue in 100%
- Use monochrome elements except in event logo
- Stack the design elements like the box element
- Use white lines to divide spaces
- Use striking clear typography
- Refer to typography and sizing rules in this manual
- ITU logo must be placed in biggest open area within the layout, aligned to the right in optimal size.

SIGNAGE EXAMPLES

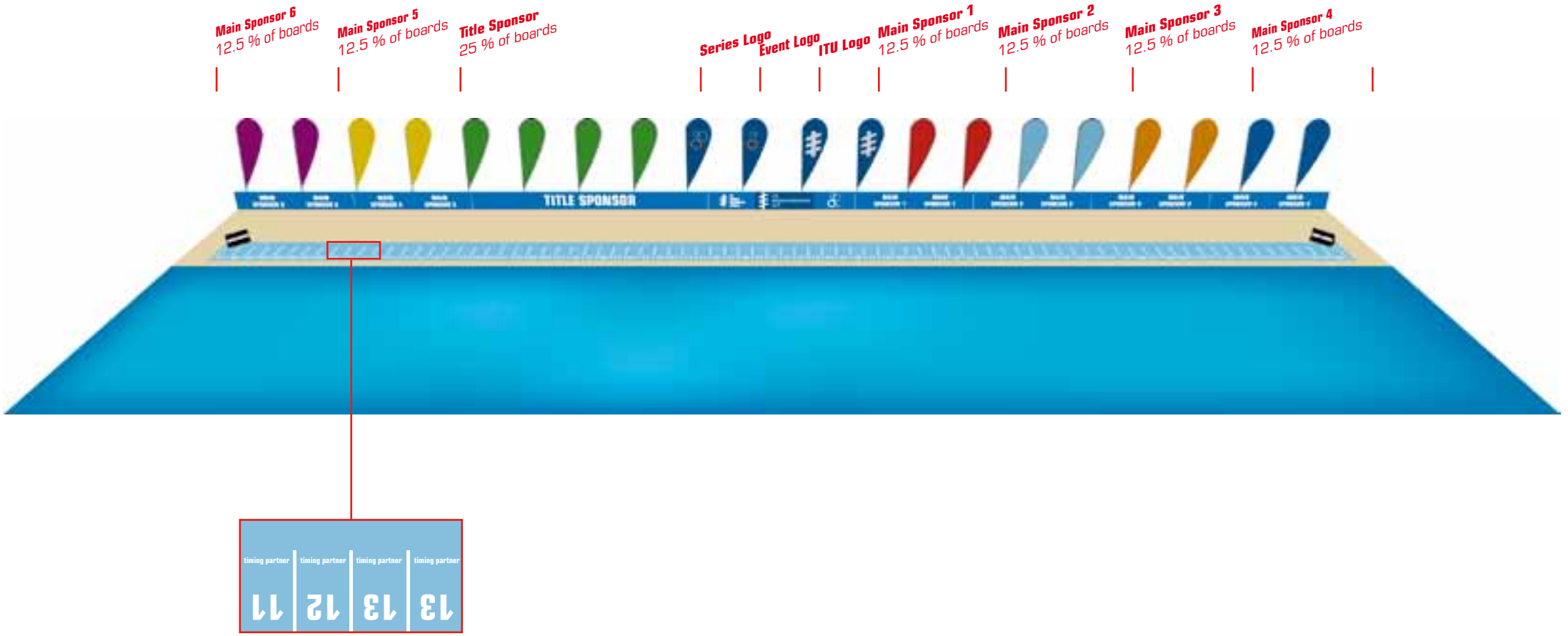
4.
FIELD OF PLAY

4. FIELD OF PLAY

4.1 FINISH AREA



4.2 SWIM START BEACH OR LOW PONTOON



4.3 SWIM START PONTOON

4.4 FINISH TAPE

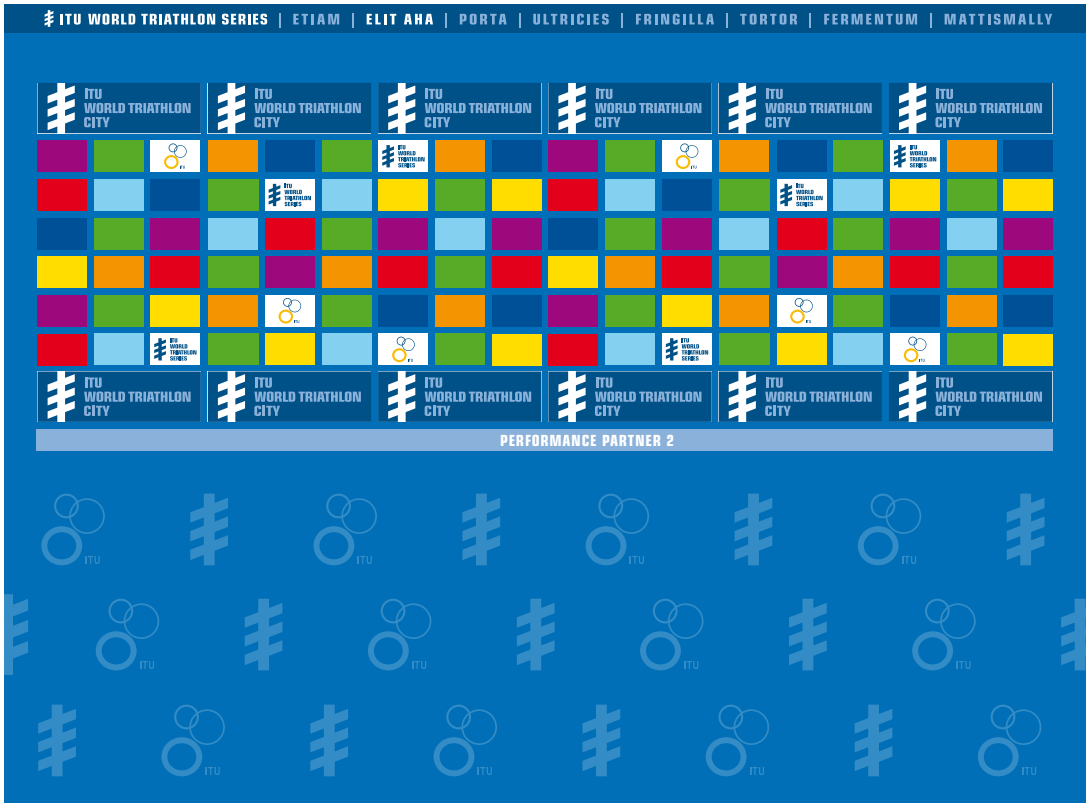
PRODUCER: LOC

MATERIAL: PVC

DIMENSION: height 300 mm. width 6000 mm.

4. FIELD OF PLAY

INTERVIEW BACKDROP



4.5 INTERVIEW BACKDROP

PRODUCER: LOC

MATERIAL: Hard board

DIMENSION: Minimum height 2200 mm. Minimum width 3000 mm. Minimum thickness 4 mm

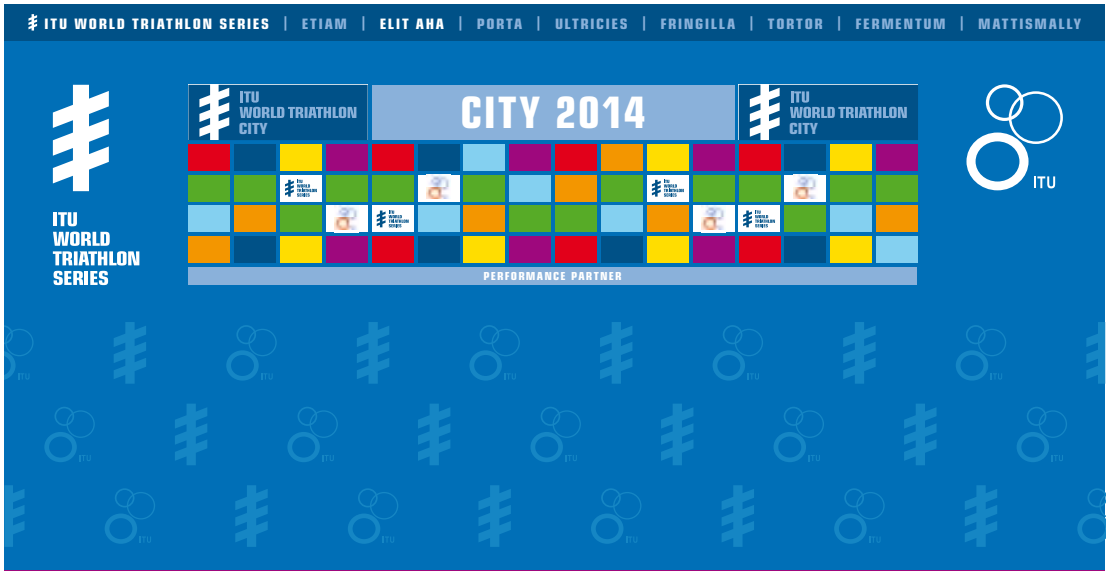
The LOC will receive the artwork from the Series Management without LOC logos. The LOC must thenmust then place the logos of the local sponsors into the provided spaces and finalize the artwork for production.

CAPTION

- Title Sponsor
- Main Sponsor 1
- Main Sponsor 2
- Main Sponsor 3
- Main Sponsor 4
- Main Sponsor 5
- Main Sponsor 6

4. FIELD OF PLAY

PRESS BACKDROP



4.6 PRESS BACKDROP

PRODUCER: LOC

MATERIAL: Hard board

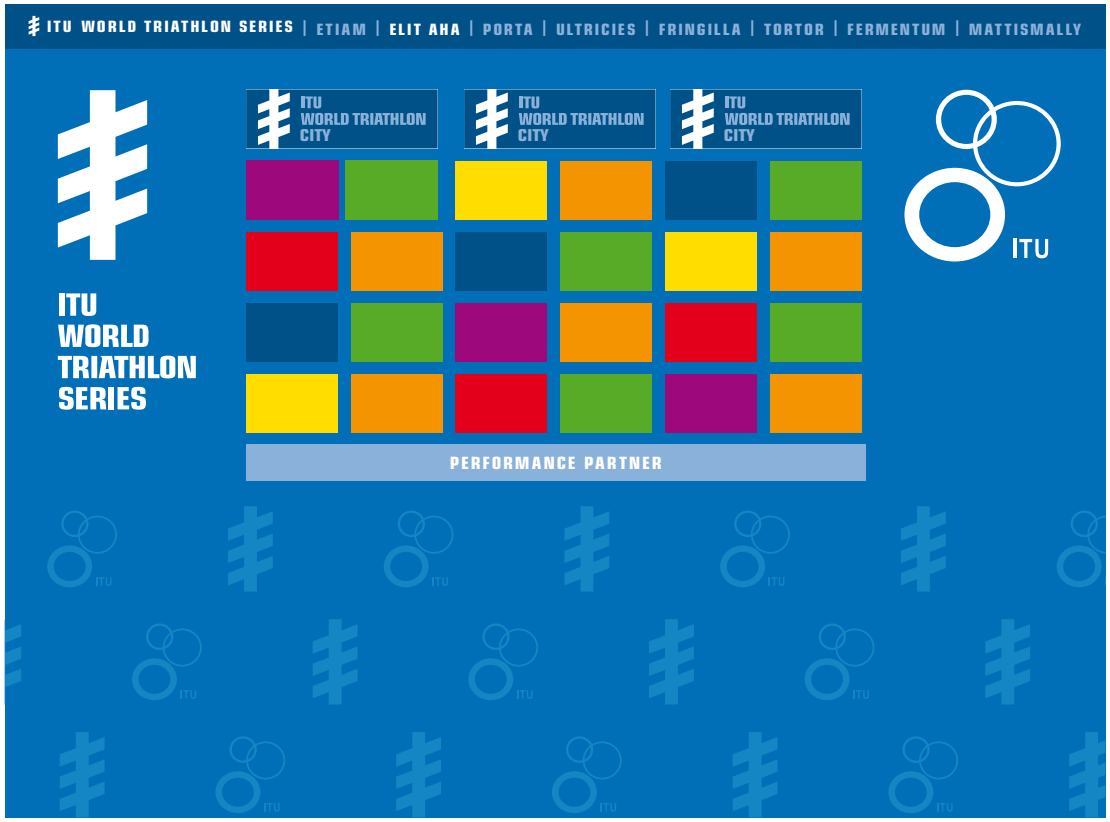
DIMENSION: Minimum height 2500 mm. Minimum width 4500 mm. Minimum thickness 4 mm

The LOC will receive the artwork from the Series Management without LOC logos. The LOC must then place the logos of the local sponsors into the provided spaces and finalize the artwork for production.

CAPTION

- **Title Sponsor**
- **Main Sponsor 1**
- **Main Sponsor 2**
- **Main Sponsor 3**
- **Main Sponsor 4**
- **Main Sponsor 5**
- **Main Sponsor 6**

AWARDS CEREMONY BACKDROP



4.7 AWARDS CEREMONY BACKDROP

PRODUCER: LOC

MATERIAL: Hard board

DIMENSION: Minimum height 4000 mm. Minimum width 4500 mm. Minimum thickness 4 mm

The LOC will receive the artwork from the Series Management without LOC logos. The LOC must then place the logos of the local sponsors into the provided spaces and finalize the artwork for production.

CAPTION

- Title Sponsor
- Main Sponsor 1
- Main Sponsor 2
- Main Sponsor 3
- Main Sponsor 4
- Main Sponsor 5
- Main Sponsor 6

4.8 FINISH GANTRY/FINISH ARCH

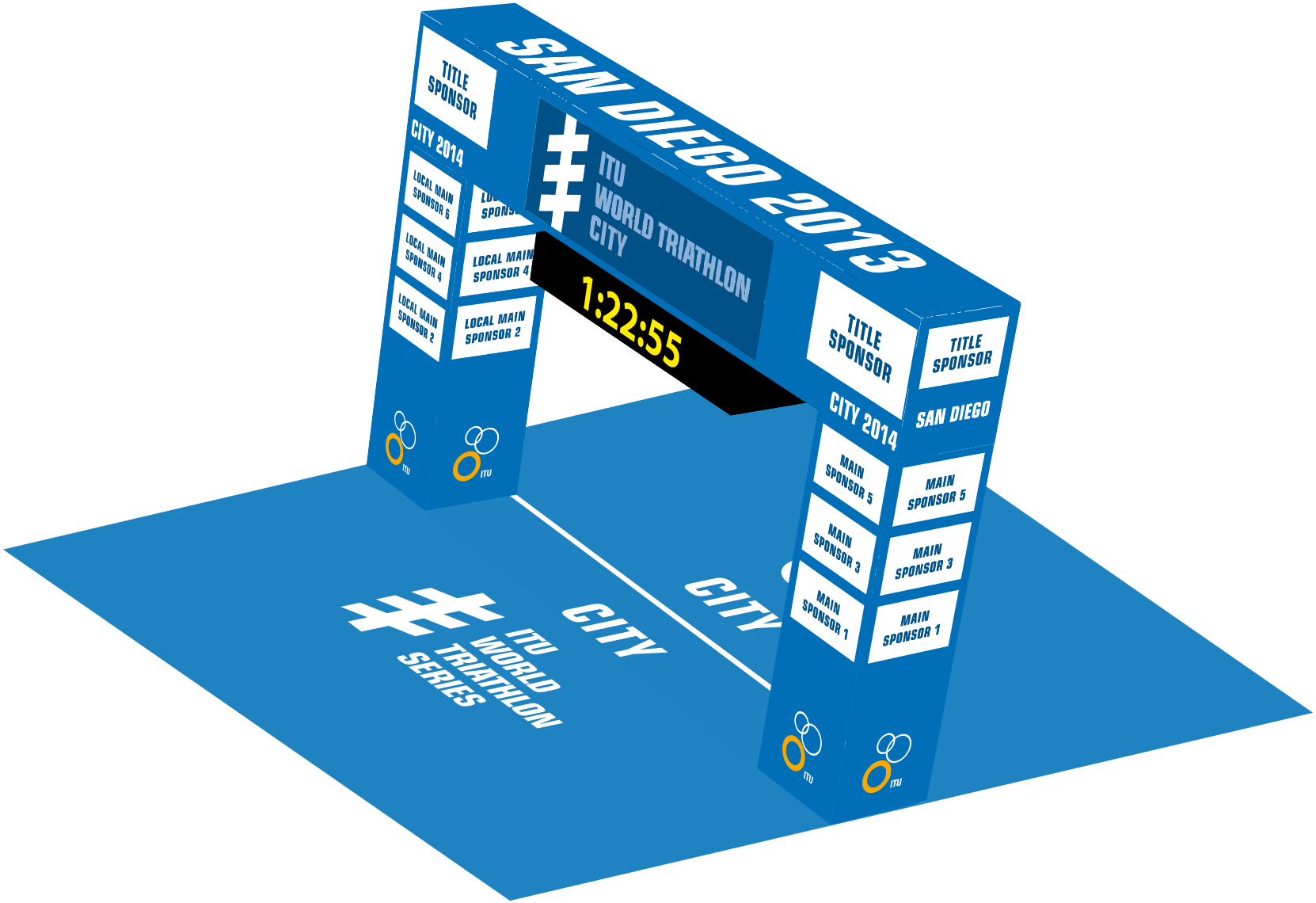
PRODUCER: LOC

MATERIAL: Hard board

DIMENSION: Minimum height 4300 mm. Minimum height under the clock 2750 mm. Minimum width in total 7000 mm. Minimum width between the pillars 5000 mm. Pillar 1000 mm by 1000 mm, top 1000 mm by 1200 mm, Minimum thickness of the hard boards 4 mm

The LOC will receive the artwork from the Series Management without LOC logos. The LOC must then place the logos of the local sponsors into the provided spaces and finalize the artwork for production.

4. FIELD OF PLAY



4.9 SMALL SIGN BOARDS

PRODUCER FRAME CONSTRUCTION: LOC

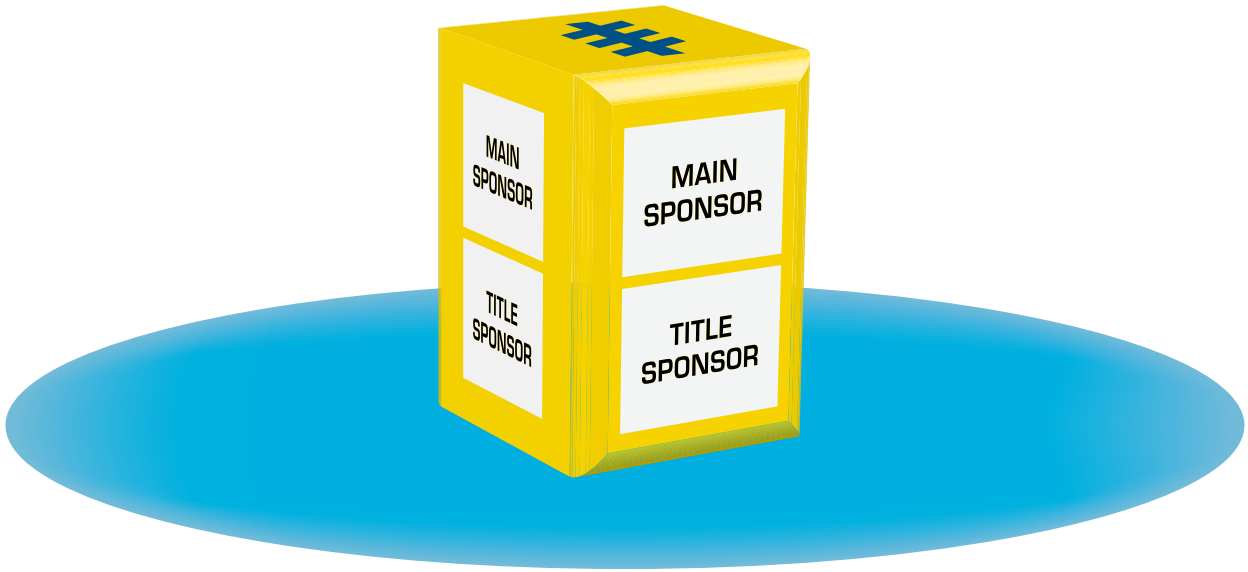
PRODUCER BOARD: LOC

MATERIAL: Hard board, four colour printing on both sides

DIMENSION: 117,2 x 57,2 mm. Thickness 4–6 mm

The Series Management is bringing the frame construction. The LOC has to produce the hard board exactly in the given dimensions.

BUOY



4.10 BUOYS

PRODUCER: LOC

MATERIAL: PVC

DIMENSION OF BIG BUOYS: 2500 x 1700 x 1700 mm, colour yellow (RAL 1021)

DIMENSION OF SMALL BUOYS: 1000 x 700 x 700 mm, colour orange (RAL 2009)

DIMENSION OF BANANA BUOYS: 6000 x 1000 x 1000 mm, colour yellow (RAL 1021)

4.11 ELITE SWIM CAPS

PRODUCER: LOC

MATERIAL: Silicone is preferred

CAP COLOURS: it is useful to have at least four different colours to separate the start waves

The LOC will receive the artwork from the Series Management without LOC logos. The LOC only needs to place the logo(s) of the local sponsor(s) into the assigned space(s) and finalize the artwork for production. The inclusion of the race number into the layout is preferred but not mandatory.

4.11 AGE-GROUP SWIM CAPS

PRODUCER: LOC

MATERIAL: Silicone is preferred

CAP COLOURS: it is useful to have at least four different colours to separate the start waves

The LOC will receive the artwork from the Series Management without LOC logos. The LOC only needs to place the logo(s) of the local sponsor(s) into the assigned space(s) and finalize the artwork for production. The inclusion of the race number into the layout is preferred but not mandatory.

4.12 AGE-GROUP BIB NUMBERS

PRODUCER: LOC

MATERIAL: Waterproof material

DIMENSION: Maximum height 200 mm, maximum width 200 mm. Minimum height 150 mm, minimum width 150 mm.

COLOURS: If there are Sprint distance and Olympic distance athletes on the course at the same time and they might mix on the bike/run course, it is useful to have at least two different background colours behind the race number in order to separate the groups. If different colour swim caps are provided for the waves, it is useful to have the same background colours as the swim caps behind the race number in order to separate the start waves or age groups.

The LOC will receive the artwork from the Series Management without LOC logos. The LOC only needs to place the logo(s) of the local sponsor(s) into the assigned space(s) and finalize the artwork for production.

KIT BAG/GOODIE BAG EXAMPLE

4.13 KIT BAG/ GOODIE BAG

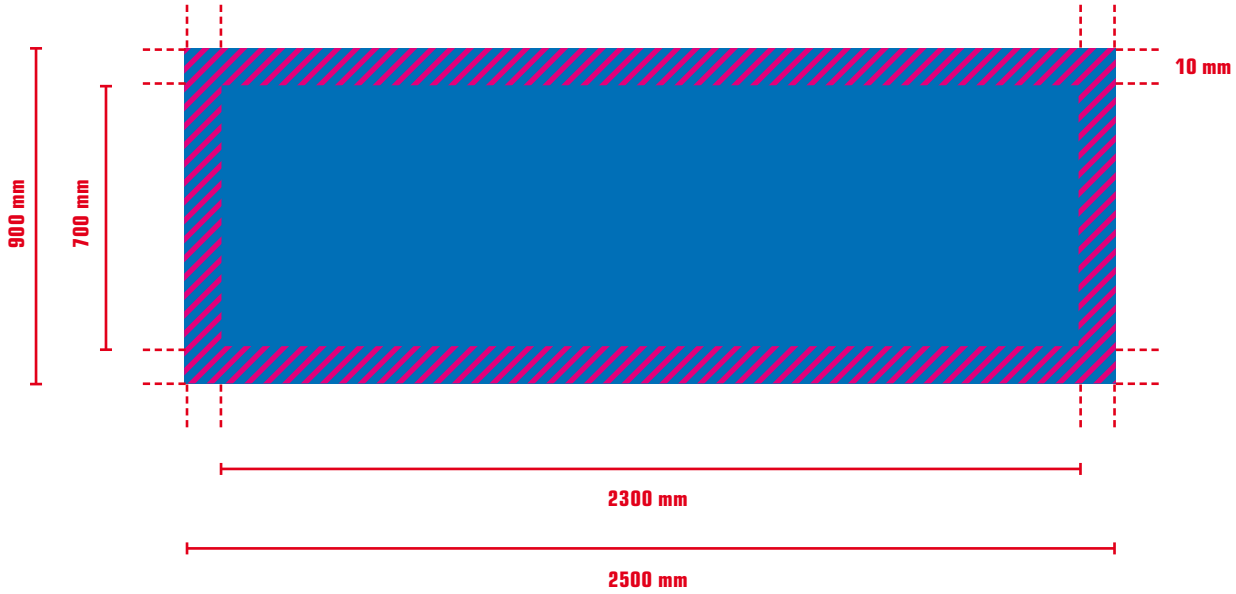
PRODUCER: LOC

MATERIAL: It is required that the kit bag/goodie bag are made of a resistant material so that the athletes can reuse the bags.

As pictured or in similar Series design.

4. FIELD OF PLAY

BOARDS 2500 MM



4.14 SPONSOR SIGNAGE BOARDS AND BANNERS

PRODUCER OF GLOBAL SPONSOR BOARDS: Series Management

PRODUCER OF LOCAL SPONSOR BOARDS: LOC

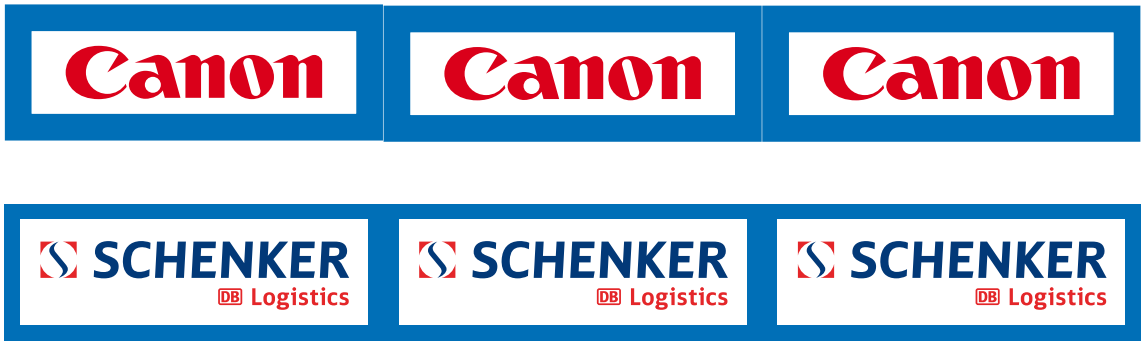
MATERIAL: Hard boards for transition area and finish chute and banners for on course and swim start/exit. For banners a non-woven material is preferred due to its stiffness.

DIMENSION: Height 900 mm. Width 2500 mm. Minimum thickness of the boards 4 mm

The logo must be placed within the blue space marked in the picture. Background colour for all venue boards is Pantone 2935. A white outline within the logo is approved. Not accepted is a white box, please view examples carefully.

ACCEPTABLE

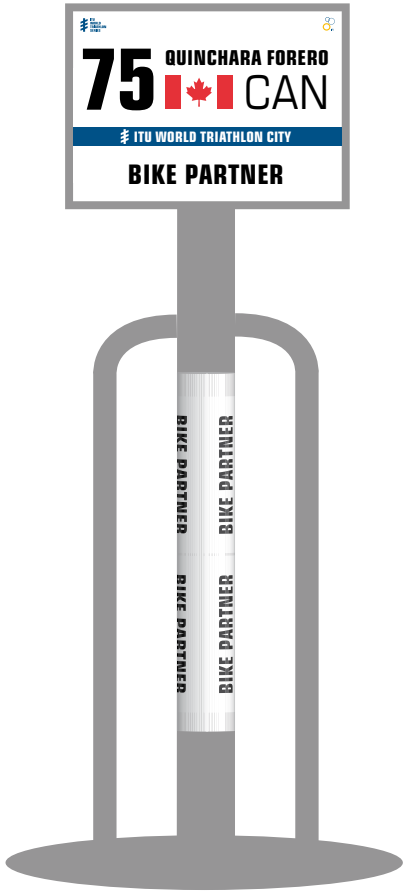
UNACCEPTABLE



4.14.1 SPONSOR SIGNAGE BOARDS AND BANNERS

The logo has to be directly on the blue background. White boxes or boxes in other colours as the logo background are not allowed.

ID PLATE AND BIKE RACK



4.15 ATHLETE ID PLATES AND BIKE RACK

PRODUCER: LOC

MATERIAL BIKE RACK: Metal with a heavy foot panel (for more detail, please view "Event Organizers Manual")

ATHLETE SIGNBOARD: laminate print

DIMENSION SIGNBOARD: Minimum height 210 mm. Minimum width 297 mm.

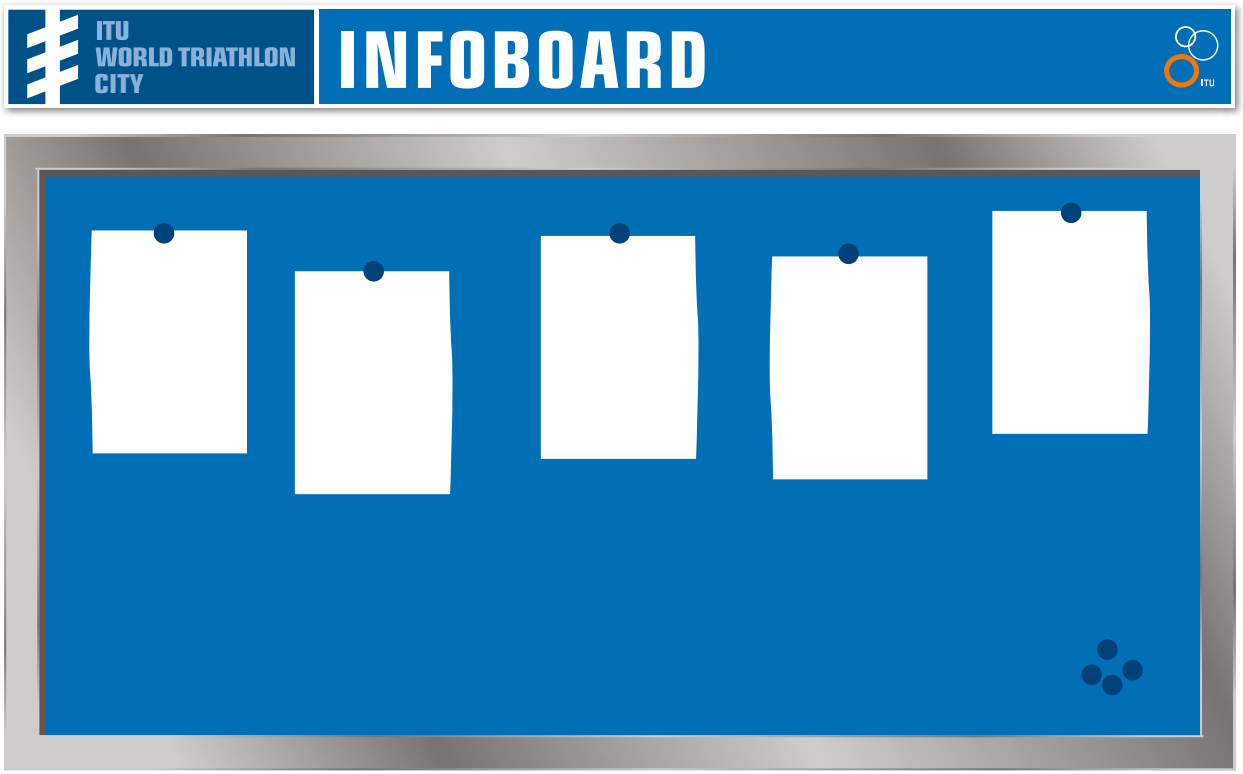
4.16 AREA/ACCESS SIGNBOARDS

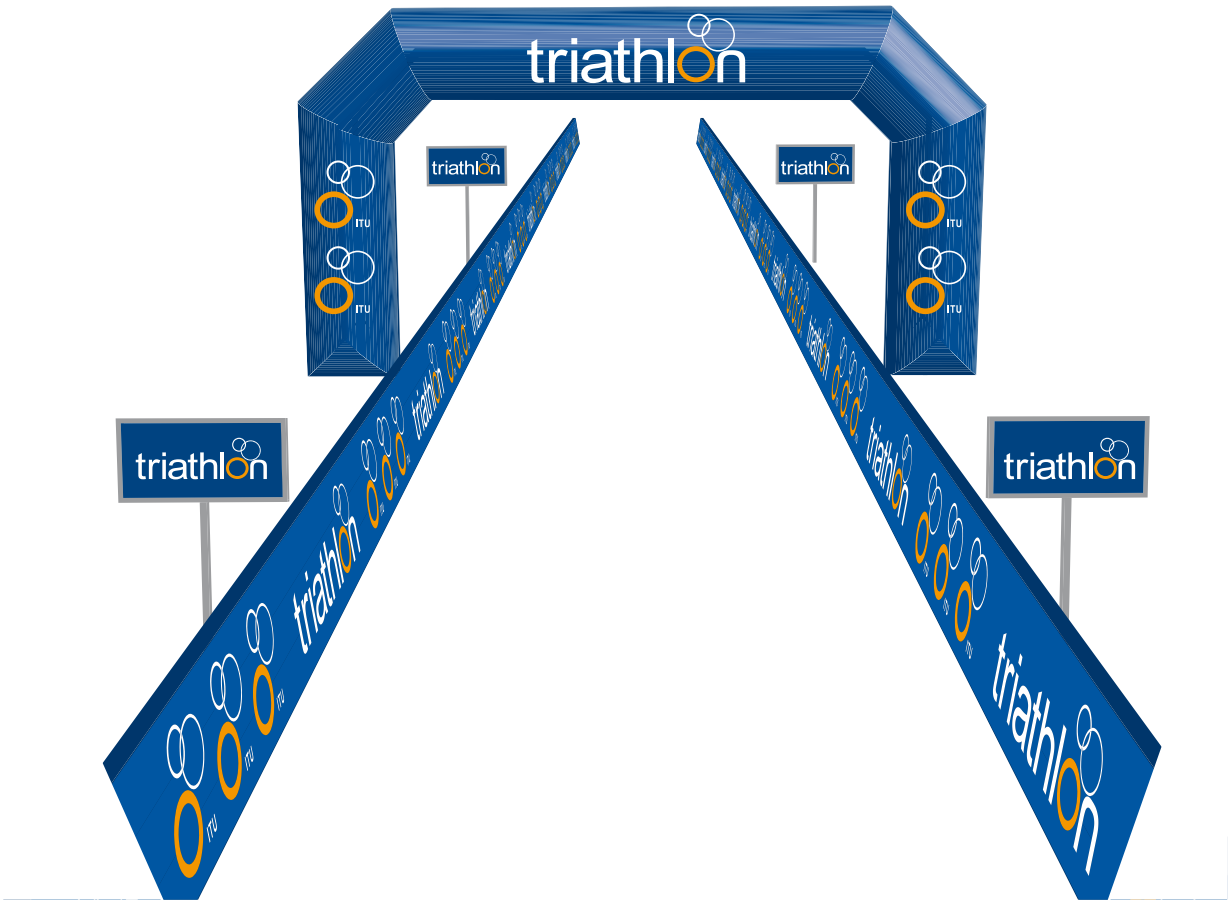
PRODUCER: LOC

MATERIAL: Hard board. A heavy foot panel is needed (for more detail, please view "Event Organizers Manual").

DIMENSION: Approx height 1400 mm. Approx width 400 mm. Minimum thickness 4 mm.

INFOBOARD EXAMPLE





4.18 COURSE BRANDING

The LOC accepts full responsibility for the setup and placement of all course branding material at no extra cost to the SMT, the global sponsor or the ITU. All fencing and barricades needed for the setup of branding material of global sponsors and the ITU has to be provided and put in place by the LOC at no extra cost. The amount of fencing/barricading needed for one (1) global sponsor is between 1000m and 1500m.

For exact details and dimension of course branding, see 2.3 "Sponsoring Packages"

Setup and placement of branding material must be previously defined and agreed upon. A branding plan has to be created and sent to Mike Wilde, mike.wilde@upsolut.de, for approval.

4.19 FLAGS

PRODUCER OF GLOBAL SPONSOR FLAGS:
Series Management

PRODUCER OF LOCAL SPONSOR FLAGS: LOC

DIMENSION: Height 3400

5.
MISCELLANEOUS

5. MISCELLANEOUS

5.1 TRIBE

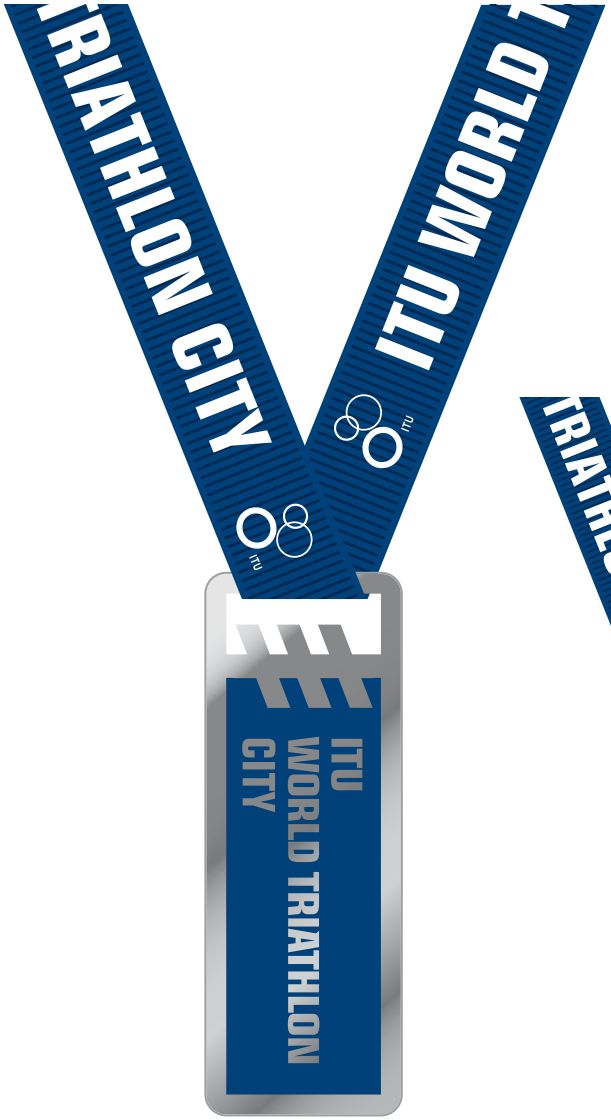
The tribe ist the main sign of the ITU World Triathlon Series. It can be used without the wording of the Series logo.

5. MISCELLANEOUS

SHIRT ELEMENTS

5. MISCELLANEOUS

AGE GROUP MEDAL EXAMPLE

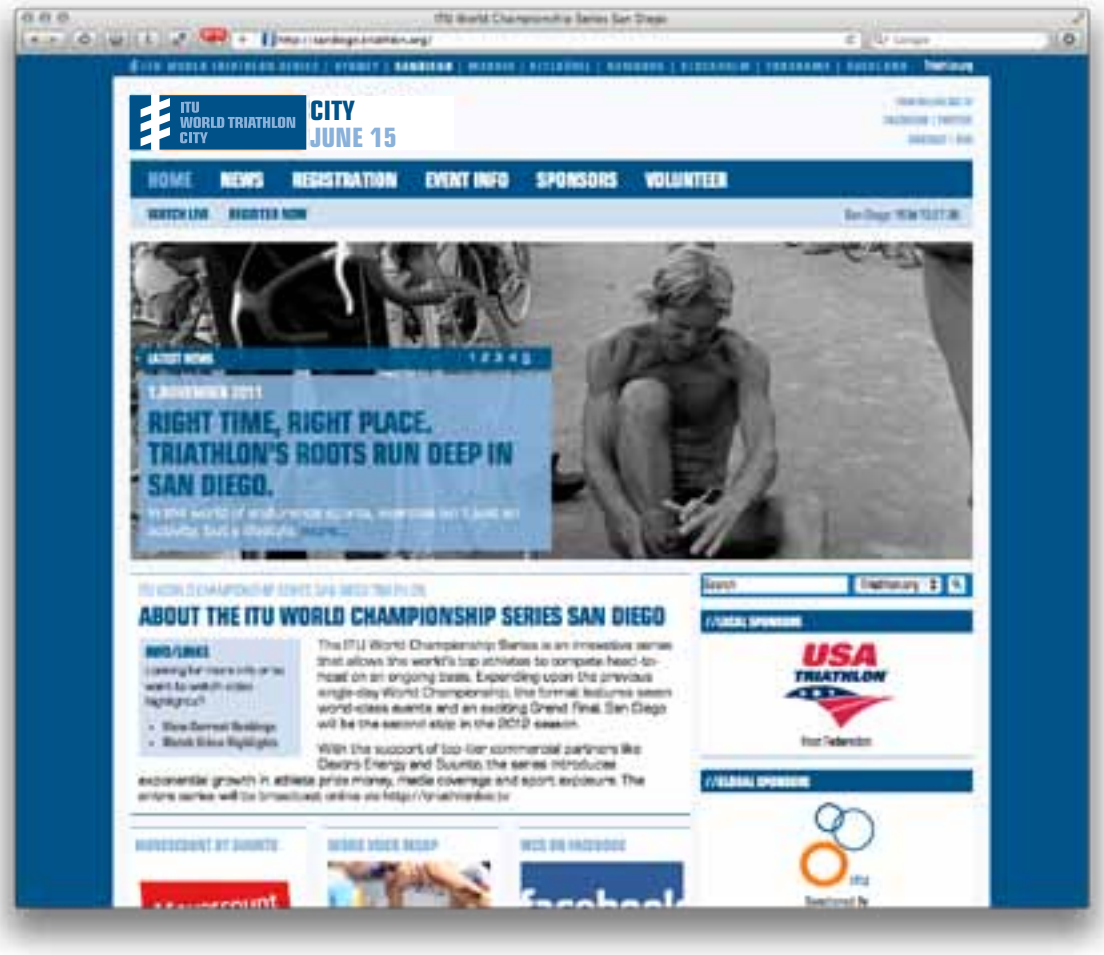


Front

Back

6.
WEBSITE

6. WEBSITE



6.1 WEBSITE

Styles (fonts and colours) are set for each website via a Cascading Style Sheet (CSS) and bring a consistent theme across the Series and Event websites. Content pasted into the content management system of the website from sources such as MSWord contains inline formatting that will corrupt the website style. When copying and pasting content, please copy and paste the content first into Notepad to remove all formatting.

While the system resizes images to fit the container size on the website, images to fit the pre-defined space on the website, images sizes if you wish to manually crop for a perfect fit.

7.
FILE NAMES

7. FILE NAMES

WT_SAN_LOG_CMYK.EPS

WT_SAN_LOG_SOLID.EPS

FILE NAME

WT_INT_LOG_SE_CMYK.EPS

1 2 3 4 5 6

7.1 FILE NAMES

1 – TITLE
WT – World Triathlon

2 – EVENT
INT – Series
AUC – Auckland
SAN – San Diego
YOK – Yokohama
MAD – Madrid
KIZ – Kitzbühel
HAM – Hamburg
STO – Stockholm
LON – London

3 – OBJECT
LOG – Logo

4 – OBJECT ADDITION
SE – Secondary

5 – COLOUR
CMYK – Cyan/Magenta/Yellow/Black
PMS – Pantone
SOLID – Plain Colouredx

6 – DATA FORMAT
EPS– ENCAPSULATED POSTSCRIPT
AI – ADOBE ILLUSTRATOR
INDD – ADOBE INDESIGN
JPG – PIXEL DATA IN RGB
GIF – PIXEL DATA FOR WEB
TIF – PIXEL DATA IN CMYK

SMT provides LOC with a variety of files containing layouts shown on previous pages etc.

8.
ITU LOGO AND COLOUR

8. ITU

If possible always reproduce the logo using the Pantone colour-matching system. For information, visit www.pantone.com.

When reproducing the ITU logos, only the approved colours may be used. Please choose the appropriate colour based on where the logo will be used. When printing, the type of paper may affect the colour outcome of the logo. Communication with suppliers is important to ensure that the colour information for the ITU logo is accurate.

The following standards are for illustrative purposes only and the printed colour samples should not be used for colour matching. Please use the perforated swatch sheet, which is attached at the end of the document, to ensure correct colour matching.

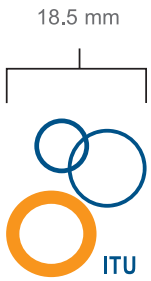
Where possible all branded material should be printed on environmentally accredited paper stock. This can vary from stock from a sustainable forest to stock with a level of recyclable content that qualifies for an environmental accreditation.

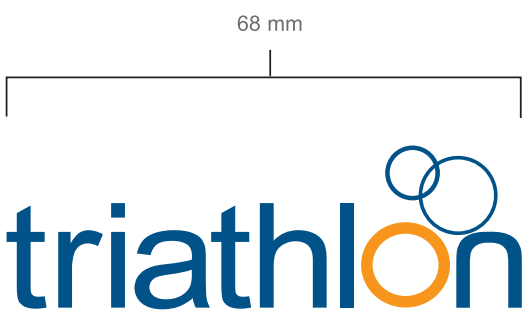
MAIN COLOUR	HIGHLIGHT COLOUR	
Pantone 2955C ITU Blue (Coated papers)	Pantone 144C ITU Orange (Coated papers)	When printing on coated paper, use the Pantone coated version of the logo.
CMYK conversion (four-colour process) C: 100% M: 45% Y: 0% K: 37%	CMYK conversion (four-colour process) C: 0% M: 49% Y: 100% K: 0%	When printing the logo in four-colour process publications, use the CMYK specified colour.
RGB conversion R: 17% G: 46% B: 104%	RGB conversion R: 255% G: 102% B: 0%	The RGB specified colours should be used for broadcast, interactive and online media.
Websafe conversion #003366	Websafe conversion #FF6600	The Websafe conversion should only be used for online and web media.

8. ITU

The logos need to be of a sufficient size to reproduce accurately. The minimum size for all print applications is 18.5 mm wide for all variations of the ITU corporate logo. For the primary logo, the minimum size is 68 mm wide (as opposed to ITU corporate logo).

If the logo appears too small, it will lose its overall identity.



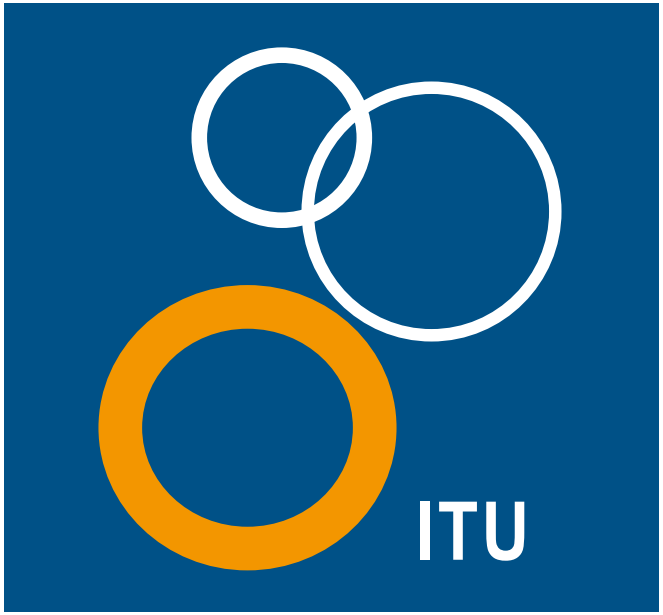


8. ITU

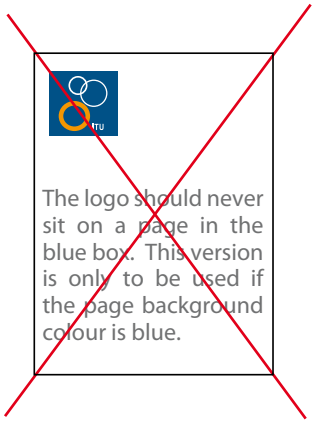
The primary, or corporate, format is used in all formal representation of the ITU identity. When possible, ITU's blue must be used as the primary colour of the image or document that the ITU logo sits on. Hence the blue background.

If you are unclear about when to use the corporate logo, please contact ITU.

The background colour should be a full flood of colour and should never act as a container for the logo.



ITU_logo_onBlue.eps



8. ITU

Depending on the medium used, choose the right logo colour breakdown. This will keep the colours consistent for all media types.

When colour reproduction is not possible, the black-and-white version must be used.

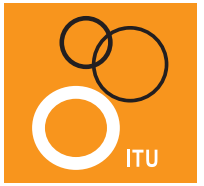
The background should always be a full flood of colour and should never act as a container for the logo.

If there is an instance where it is felt to be more appropriate to use a supporting colour as a background colour, this should be by approval from ITU.

Blue background

ITU_3CircleLOGO_onBlue.eps

Orange background



ITU_3CircleLOGO_onOrng.eps

Black background

ITU_3CircleLOGO_onBlk.eps

White background

ITU_3CircleLOGO_onWht.eps

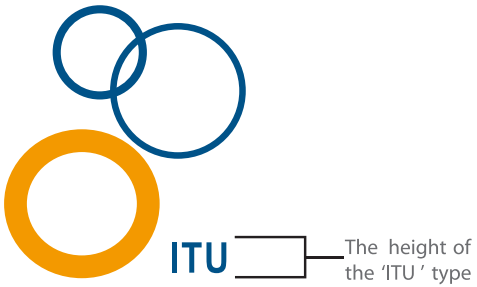
Mono

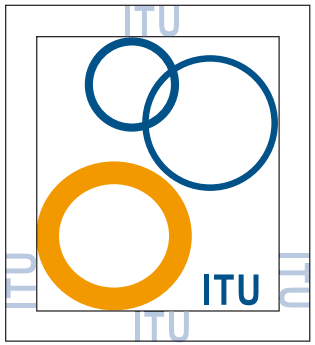
ITU_3CircleLOGO_mono.eps

8. ITU

The simple and consistent application of the ITU primary logo is of the utmost importance.

There must be an area left around the ITU primary logo so that it remains clear of anygraphic, pictorial or illustrative elements. The clear space around the logo is equal to the height of the 'ITU' type in the logo.





8. ITU

The ITU secondary logo comprises:

- The 'triathlon' wordmark
- The ITU 3-circle graphic
- The ITU background

The ITU secondary logo was developed for use in branding situations such as on-site branding, event titles and promotional materials.The font used in this logo has been altered from its original format for the specific use of ITU. The standard Arial font in combination with the triathlon rings can never be used as a substitute for the ITU primary logo.

Triathlon with an upper-case 'T' should be used when written as text, for example on top of a gantry; triathlon with a lower-case 't' should be used in all other circumstances.

The primary version of the logo should be used for branding purposes.

The blue background should be a full flood of colour and should never act as a container for the logo.

8. ITU

Depending on the layout used, choose the correct logo colour breakdown. This will keep the colours consistent for all media types.

The background should always be a full flood of colour and should never act as a container for the logo.

If there is an instance where it is felt to be more appropriate to use a supporting colour as a background, this must be approved by ITU.

Blue background

Triathlon_logo_onBlue.eps

Orange background

Triathlon_logo_onOrng.eps

Black background

Triathlon_logo_onBlk.eps

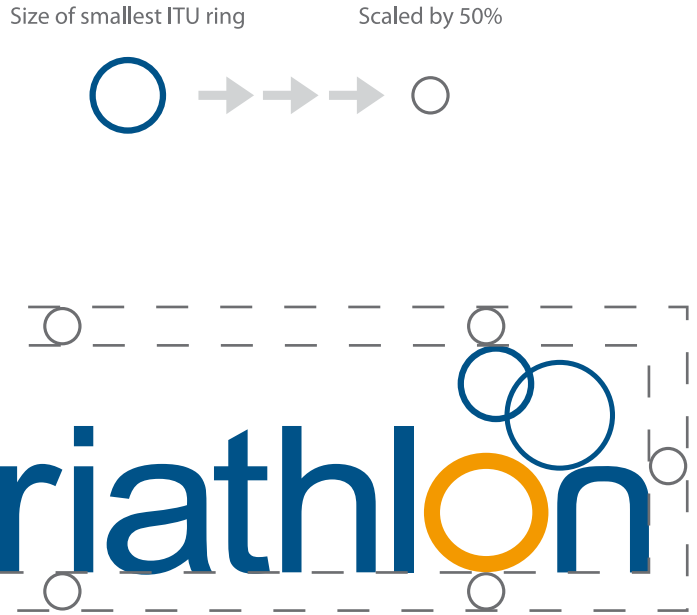
White background

Triathlon_logo_onWht.eps

Mono

Triathlon_logo_mono.eps

8. ITU

As with the ITU primary logo, the simple and consistent application of the ITU secondary logo is important to the integrity of the brand.

There must be an area left around the secondary logo so that it remains clear of anygraphic, pictorial or illustrative elements. The clear space around the logo is equal to half the size the smallest of the ITU rings.