

International Association of Athletics Federations



Amendments to the IAAF Advertising Regulations Approved by the IAAF Council in Barcelona 22/23 November 2012

These amendments (displayed in bold) shall come into force as from 1st January 2013.

Clause	Current Text (2012)	Proposed Amendment
Definitions	<p>Manufacturer Any company which has manufactured any kind of equipment, apparel or other products whatsoever for use by an Athlete or otherwise at a Competition.</p>	<p>Manufacturer Any company, whose principal business is the manufacture of any kind of equipment, apparel or other products for use by an Athlete or otherwise, or any company who has been approved by the IAAF, which has manufactured any kind of equipment, apparel or other products whatsoever for use by an Athlete or otherwise at a Competition.</p>
4.1.2.6	<p>National Sponsors Other than for any Competitions staged and organised by or on behalf of the IAAF, such as the IAAF Continental Cup, the name/Logo of the Sponsor of a national team may be displayed once on the national vest/leotard on a separate patch The maximum size of such display shall be 30cm² with a maximum height of 5cm. In relation to all Competitions that form part of the IAAF World Athletic Series but not including that are not the IAAF World Championships, the name/Logo of the national sponsor may be displayed, according to the same dimensions as set out above instead of one of the national team or Member federation Logo or flag on the national vest/leotard provided that such national sponsor is not a competitor of a Sponsor of the IAAF or of the event. For the purpose of avoiding such conflicts, Member Federations must seek and receive prior approval from the IAAF.</p>	<p>National Sponsors Other than for any Competitions staged and organised by or on behalf of the IAAF, such as the IAAF Continental Cup, the name/Logo of the Sponsor of a national team may be displayed once on the national vest/leotard on a separate patch The maximum size of such display shall be 30cm² with a maximum height of 5cm. In relation to all Competitions that form part of the IAAF World Athletic Series but not including that are not the IAAF World Championships, the name/Logo of the national sponsor may be displayed, according to the same dimensions as set out above instead of one of the national team or Member federation Logo or flag on the national vest/leotard provided that such national sponsor is not a competitor of a Sponsor of the IAAF or of the event. For the purpose of avoiding such conflicts, Member Federations</p>

		must seek and receive prior approval from the IAAF. The maximum size of such display shall be 30cm ² with a maximum height of 5cm. In relation to the IAAF World Championships, only the national team or Member federation Logo or flag may be displayed.
4.1.3.6	National Sponsors Other than for any Competitions staged and organised by or on behalf of the IAAF, such as the IAAF World Cup and the IAAF World Athletics Final, the name/Logo of the Sponsor of a national team may be displayed once on each garment on a separate patch. The maximum size of such display shall be 40cm ² with a maximum height of 5cm. In relation to the IAAF World Championships, the name/Logo of the national sponsor may be displayed once, according to the same dimensions as set out above, instead of one of the national team or Member federation Logo or flag on each garment provided that such national sponsor is not a competitor of a Sponsor of the IAAF or of the event and such garment is not permitted to be worn on a podium during any award ceremony. For the purpose of avoiding such conflicts, Member Federations must seek and receive prior approval from the IAAF.	National Sponsors Other than for any Competitions staged and organised by or on behalf of the IAAF, such as the IAAF World Cup and the IAAF World Athletics Final, the name/Logo of the Sponsor of a national team may be displayed once on each garment on a separate patch. The maximum size of such display shall be 40cm² with a maximum height of 5cm. In relation to the IAAF World Championships, t The name/Logo of the national sponsor may be displayed once, according to the same dimensions as set out above, instead of one of the national team or Member federation Logo or flag on each garment provided that such national sponsor is not a competitor of a Sponsor of the IAAF or of the event and such garment is not permitted to be worn on a podium during any award ceremony. For the purpose of avoiding such conflicts, Member Federations must seek and receive prior approval from the IAAF. The maximum size of such display shall be 40cm ² with a maximum height of 5cm. In relation to the IAAF World Championships, such garment is not permitted to be worn on a podium during any award ceremony.
6.2.3	Other equipment The name/Logo of the Manufacturer of other technical equipment used at the Competition Sites <i>or the name/Logo of any other Sponsor</i> may be displayed twice on two sides of such equipment. The maximum	Other equipment Unless approved by the IAAF, the name/Logo of the Manufacturer of other technical equipment used at the Competition Sites <i>or the name/Logo of any other Sponsor</i> may be displayed only twice on two

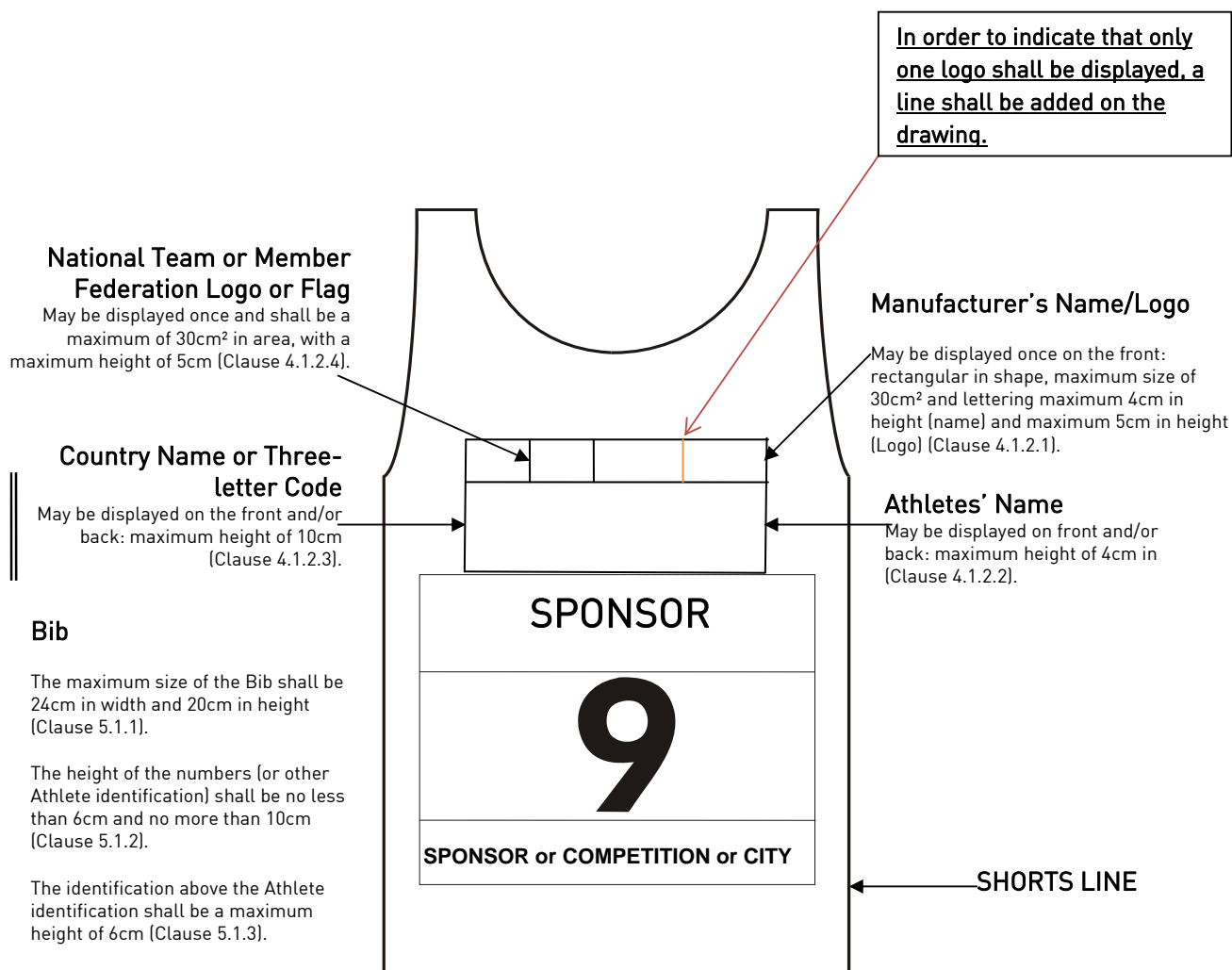
	height of each such display shall be 10cm.	sides of such equipment. The maximum height of each such display shall be 10cm.
Appendix 1 1.1 (e)	WAT	IWC – IAAF World Challenge
Appendix 2		See below
Appendix 3		See below

APPENDIX 2 – Vest A

Amendment in bold underlined

SAMPLE NATIONAL VEST

FRONT



LOWER BODY ATTIRE:

Manufacturer's Name/Logo

May be displayed once: maximum of 20cm², with a maximum height of 4cm (Clause 4.1.4.1).

Country Name or Three-letter Code

The name of the country of the Athlete and/or its official three-letter code may be displayed once on the back and/or the front of the lower body attire. The maximum height of such display shall be 10cm (Clause 4.1.4.3).

Socks

The name/Logo of the Manufacturer may be displayed once on each sock: maximum of 6cm², with a maximum height of 3cm (Clause 4.1.4.5).

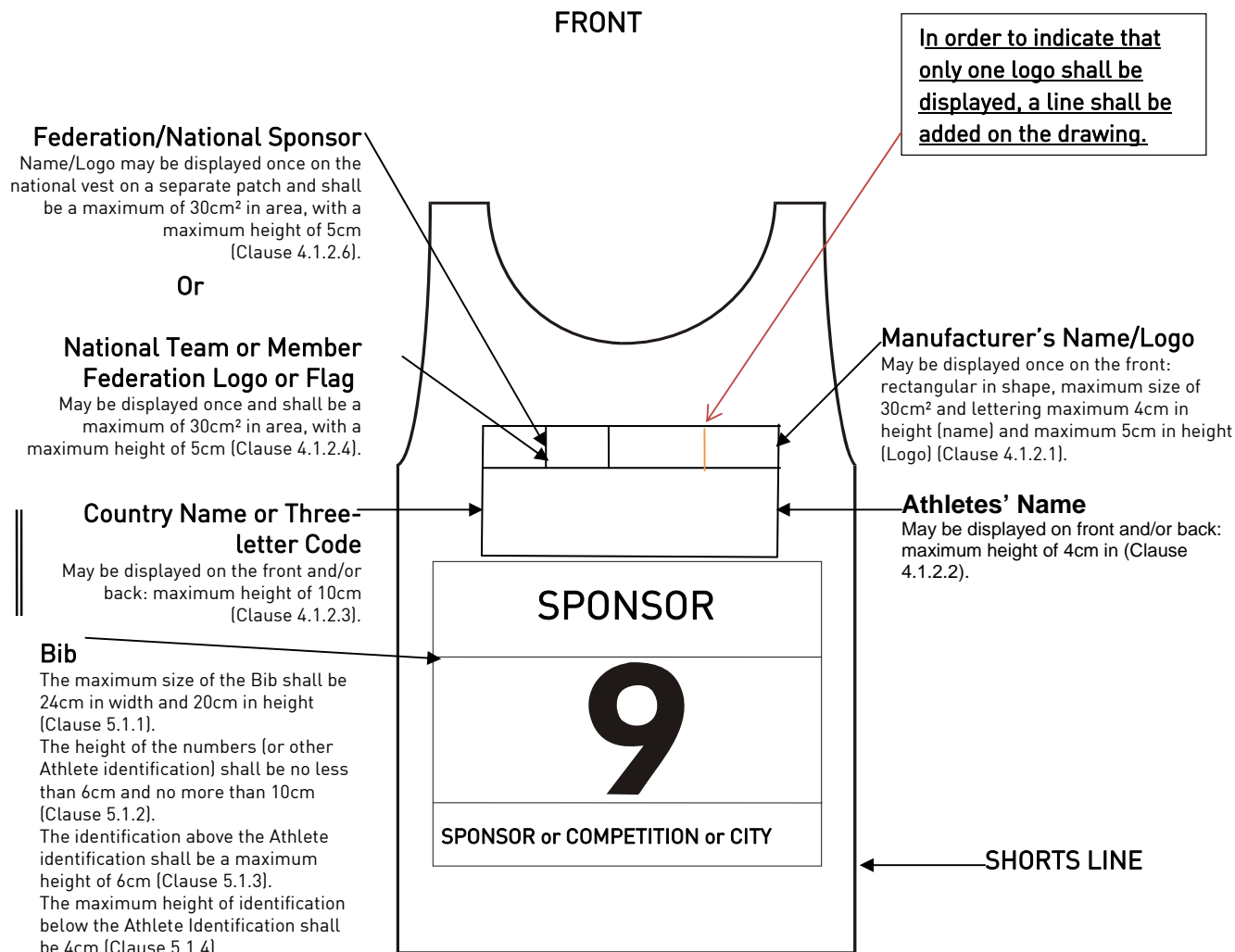
The name of the Athlete may be displayed once on each sock. The maximum height of such display shall be 2cm (Clause 4.1.4.5).

APPENDIX 3 – Vest B

Amendment in bold underlined

SAMPLE NATIONAL VEST

WITH FEDERATION/NATIONAL SPONSOR ALLOWED



LOWER BODY ATTIRE:

Manufacturer's Name/Logo

May be displayed once: maximum of 20cm², with a maximum height of 4cm (Clause 4.1.4.1).

Country Name or Three-letter Code

The name of the country of the Athlete and/or its official three-letter code may be displayed once on the back and/or the front of the lower body attire. The maximum height of such display shall be 10cm (Clause 4.1.4.3).

Socks

The name/Logo of the Manufacturer may be displayed once on each sock: maximum of 6cm², with a maximum height of 3cm (Clause 4.1.4.5).

The name of the Athlete may be displayed once on each sock. The maximum height of such display shall be 2cm (Clause 4.1.4.5).