



***Regulations
Governing Advertising and
Promotional Displays
at Competitions held
under IAAF Rules***

In force as from 1st January 2012

Note: Amendments to the 2011 Regulations Governing Advertising and Promotional Displays at Competitions held under IAAF Rules are marked by double lines in the margin.

INDEX

1	<u>DEFINITIONS</u>	7
2	<u>GENERAL ADVERTISING PRINCIPLES</u>	9
	2.1 Integrity of the Sport	9
	2.2 Safety	9
	2.3 Advertising Content	9
	2.3.1 General	
	2.3.2 Alcohol Products	
	2.3.3 Tobacco Products	
	2.3.4 Food Supplements	
	2.3.5 Political/Religious Advertising	
3	<u>ADVERTISING AT THE COMPETITION SITES</u>	9
	3.1 General Advertising	9
	3.1.1 Athletes' Advertising	
	3.1.2 Awards Podium	
	3.1.3 Backdrop	
	3.1.4 Public Address Announcements	
	3.1.5 Video boards/Scoreboards	
	3.1.5.1 Sponsors/Manufacturers Logo	
	3.1.5.2 Advertising with or without spoken text	
	3.1.5.3 Name/Logo of the Sponsors	
	3.1.6 Personal Bags/Official Bags	
	3.1.6.1 Bags	
	3.1.6.2 Official Bags	
	3.1.7 Track Surfaces	
	3.1.7.1 Name/Logo of the Manufacturer	
	3.1.7.2 Name of the stadium and/or Name of the city and/or Name/Logo of the competition	
	3.1.7.3 Other	
	3.1.8 Flower Ribbons	
	3.1.9 Tracking Vehicles	
	3.1.10 Umbrellas/Protective Canopies	
	3.1.10.1 Stadium Competitions	
	3.1.10.2 Non-Stadium Competitions	
	3.1.11 Product Placement	
	3.2 Stadium Competitions	13
	3.2.1 Outdoor Stadium	
	3.2.1.1 Advertising Boards	
	3.2.1.2 In-field Boards	
	3.2.1.3 Cam Carpets	
	3.2.1.4 Finish Line Tape	
	3.2.1.5 Space Blankets	
	3.2.1.6 Additional Opportunities	
	3.2.2 Indoor Stadium	
	3.2.2.1 Advertising Boards	
	3.2.2.2 In-field Boards	
	3.2.2.3 Cam Carpets	
	3.2.2.4 Protective Run-Off Mats	
	3.2.2.5 Finish Line Tape	

	3.2.2.6	Space Blankets	
	3.2.2.7	Additional Opportunities	
	3.3	Non-Stadium Competitions	16
	3.3.1	Advertising Boards	
	3.3.2	Cam Carpets/Road Painting	
	3.3.3	Start and Finish Gantries	
	3.3.4	Finish Line Tape	
	3.3.5	Space Blankets	
	3.3.6	Lead/Timing Cars	
	3.3.7	Car Parade	
4	<u>ADVERTISING ON CLOTHING</u>		18
	4.1	Clothing of Athletes	18
	4.1.1	General	
	4.1.2	Vests and Leotards	
	4.1.2.1	Manufacturer's Name/Logo	
	4.1.2.2	Athlete's Name	
	4.1.2.3	Country Name	
	4.1.2.4	National Team or Member Federation Logo or Flag	
	4.1.2.5	IAAF Name/Logo	
	4.1.2.6	National Sponsor	
	4.1.2.7	Clubs/Individual Sponsors	
	4.1.3	Tops, T Shirts, Sweatshirts and Rain jackets	
	4.1.3.1	Manufacturer's Name/Logo	
	4.1.3.2	Athlete's Name	
	4.1.3.3	Country Name	
	4.1.3.4	National Team or Member Federation Logo or Flag	
	4.1.3.5	IAAF Name/Logo	
	4.1.3.6	National Sponsor	
	4.1.3.7	Clubs/Individual Sponsors	
	4.1.4	Lower Body Attire	
	4.1.4.1	Manufacturer's Name/Logo	
	4.1.4.2	IAAF Name/Logo	
	4.1.4.3	Country Name	
	4.1.4.4	National Team or Member Federation Logo or Flag	
	4.1.4.5	Socks	
	4.1.5	Other Apparel	
	4.1.6	Plain Clothing	
	4.1.7	Measurement	
	4.1.8	Specific Competition Approval	
	4.2	Clothing of Competition Officials	27
	4.2.1	Upper Body Attire	
	4.2.2	Lower Body Attire	
	4.3	Clothing of Photographers/Camera Crews	28
	4.4	On-Site Sponsor Clothing	28
5	<u>BIBS</u>		28
	5.1	Size	28
	5.2	Colours	29
	5.3	Visibility	29
	5.4	Advertising on Bibs	29

6	<u>EQUIPMENT AND SUPPLY</u>	29
	6.1 Competition Equipment	29
	6.1.1 Shots, Discus, Javelins, Relay Batons, Vaulting Poles, Hammers, Crossbars, Uprights, Lap Bells and Starting Blocks	
	6.1.2 Landing Beds	
	6.1.3 Hurdles and Steeplechase Barriers	
	6.1.4 Take-off Boards	
	6.2 Electronic and other Equipment	30
	6.2.1 Information Equipment	
	6.2.2 Information Display	
	6.2.3 Other Equipment	
	6.2.4 Radio Controlled Vehicles	
	6.3 Drink Stations	31
	6.3.1 Number of Drink Stations	
	6.3.1.1 Outdoor Stadium	
	6.3.1.2 Indoor Stadium	
	6.3.2 Size/Form of Drink Stations	
	6.3.3 Advertising/Identification on Drink Stations	
	6.3.3.1 Stadium Competitions	
	6.3.3.2 Non-Stadium Competitions	
	6.3.4 Drink Station Personnel	
	6.3.5 Umbrellas/Protective Canopies	
	6.4 Squeeze Bottles	32
	6.4.1 Personal Squeeze Bottles	
	6.4.2 Organiser-provided Squeeze Bottles – Official Squeeze Bottles	
7	<u>ON-SCREEN IDENTIFICATION</u>	32
	7.1 Service Providing Sponsors/Sponsors	32
	7.2 Application	32
8	<u>VIRTUAL ADVERTISING</u>	33
	8.1 Application	33
	8.1.1 General	
	8.1.2 Outside the Event Area	
	8.1.3 In the Event Area	
	8.2 Applicable Law	33
9	<u>ADVERTISING COMMISSIONER</u>	34
	9.1 Appointment	34
	9.2 Authority	34
	9.3 Reports	34
10	<u>ENFORCEMENT</u>	34
	10.1 Competition Site Inspection	34
	10.1.1 Competition Officials	
	10.1.2 Advertising Commissioner	
	10.2 Athletes	35
	10.2.1 Final Call Room	
	10.2.2 Refusal to comply by the Athlete	
	10.2.3 Sanctions	

10.2.4	No Appearance Money	
10.2.5	Subsequent change of Clothing/Equipment	
10.3	Officials and Other Persons	36
10.3.1	Competition Official	
10.3.2	Refusal to comply by the Official/Other Persons	
11	<u>SANCTIONS, APPEALS AND JURISDICTION</u>	36
11.1	Sanctions	36
11.1.1	List of Sanctions	
11.1.2	Imposition	
11.1.3	Payment	
11.2	Appeals	37
11.2.1	Submission	
11.2.2	Decision	
11.3	Jurisdiction	38
	Appendix 1 – Competitions/Clothing of the Athletes	39
	Appendix 2 – Vest A (National Vest)	40
	Appendix 3 – Vest B (National Vest with Federation/National Sponsor)	41
	Appendix 4 – Vest C (Club Vest)	42

1. DEFINITIONS

The following terms shall have the following meaning for the purposes of these Regulations:

Advertising	Any advertising and display of a promotional nature.
Advertising Boards	Standing fixed, rotating or electronic boards or other material suitable for Advertising placed around the outside of the track or along the course of a Competition.
Advertising Commissioner	Commissioner with the authority and function to oversee, administer, interpret, enforce and supervise these Regulations as set forth herein.
Athlete	Any athlete participating in a Competition.
Bib	The number card worn by an Athlete during the Competition and at victory or other Competition ceremonies.
Bib Sponsors	Sponsors which are granted the right to display their name on the Bibs.
Cam Carpets	Carpets suitable for Advertising placed as allowed under these Regulations.
Competitions	International Athletics Meetings held under IAAF Rules 1.1(a)(i), (c), (d) and (e). This term shall also mean any International Athletics Meeting held under IAAF Rules 1.1 (b), (f), (g), (h), (i) and (j) in the event that such meetings are sanctioned by organisations that do not have their own advertising regulations.
Competition Official	Competition Official, or his representative, appointed by the Organising Committee of a Competition in accordance with IAAF Rule 120.
Competition Sites	<p>For all stadium Competitions: All areas within and around the stadium (indoor or outdoor) under the control of the Competition organiser, including the Mixed Zone and the warm-up area of the Competition.</p> <p>For all non-stadium Competitions: All areas of the Competition under the control of the Competition organiser, including the course, the Mixed Zone, the warm-up area and the start and finishing area of the Competition.</p>
Competition Title	The official title of a Competition (including the name of a Title Sponsor, which may or may not appear in the corporate identity of the Title Sponsor).

In-field Boards	Advertising Boards at Competition Sites within the inner circumference of the track.
Logo	Any symbol, design or other graphical identification or catch-phrase, slogan or tagline denoting a Manufacturer, Sponsor or any other company, and/or the name of any product of such an entity.
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.
Series/Title Sponsors	Sponsors which are granted the right to associate their name with the Competition Title or a series of Competitions.
Session	The distinct period of time during a Competition when actual event competition and ceremonies take place. For all non-stadium Competitions: Each race of a Competition.
Sponsors	Companies which are granted sponsorship and/or other commercial rights of association relating to a Competition including Bib Sponsors, Series/Title Sponsors, and Supplying Sponsors.
Supplier	Companies providing any kind of equipment, apparel or other products for use by an Athlete or otherwise at a Competition.
Supplying Sponsors	Sponsors which supply any products or services to the IAAF, any national or regional athletics federation or other Competition organiser that are necessary for the staging and organisation of the Competition, such as drinks, copiers, cars, timing, measurement, computer hardware/software, telecommunications, and home electronics (TV/audio/video/broadcasting equipment).
Virtual Advertising	The electronic insertion into a signal transmitted, live or delayed, by television or other current or future technologies of still or moving images not present at the Competition Sites for the purpose of Advertising, including synthetic advertising boards, panels, signs and other Advertising messages.

2. GENERAL ADVERTISING PRINCIPLES

2.1 Integrity of the sport

To protect the integrity of the sport of athletics, any Advertising at the Competition Sites must be in accordance with these Regulations and must not adversely interfere with the technical conduct of the Competition.

2.2 Safety

All Advertising must comply with the applicable safety regulations of a Competition.

2.3 Advertising Content

2.3.1 General: Advertising which is, in the opinion of the IAAF, tasteless, distracting, offensive, defamatory or unsuitable bearing in mind the nature of a Competition, is prohibited.

2.3.2 Alcohol Products: Advertising of alcohol products with an alcohol content of up to 20% by volume is permitted in respect of Competitions, except for drink mixes or cocktails where the base alcohol is more than 20% by volume. Advertising of any other alcohol products in respect of Competitions is prohibited.

2.3.3 Tobacco Products: Advertising of tobacco products in respect of Competitions is prohibited.

2.3.4 Food Supplements: Advertising of food supplements products in respect of Competitions is prohibited, unless specifically agreed by the IAAF.

2.3.5 Political/Religious Advertising: Both political (i.e. the promotion of any political parties, associations, movements, ideas or any other political cause) and religious advertising are prohibited in respect of Competitions.

3. ADVERTISING AT THE COMPETITION SITES

3.1 General Advertising

No items with Logos or identification, other than as expressly approved herein or by the IAAF, may be displayed, taken into, worn or placed in the Competition Site by Athletes, Competition Officials, Competition organisers, Sponsors, Manufacturers, Suppliers or any other entities described herein or otherwise participating in or assisting the organisation or exploitation of a Competition.

3.1.1 Athletes' Advertising

3.1.1.1 Any Advertising on or by or otherwise associated with an Athlete is only permitted as expressly permitted on the Athletes' clothing under these Regulations.

3.1.1.2 Any other Advertising on or by or otherwise associated with an Athlete is prohibited, including but not limited to body painting, tattoos, jewellery, hair dying, hair shaving, the use of any flags, banners, T-shirts, hats and any other form of display of Advertising.

3.1.1.3 No advertising or display of Sponsors of the Athletes in the form of "an Athlete x sponsored by company y" or similar may be displayed or appear on the Athletes or otherwise anywhere in the Competition Site.

3.1.2 Awards Podium

The front of the awards podium may display the Competition Title, and contain any of the following: the Competition Logo, the name/Logo of the Bib Sponsors, the name/Logo of a Series/Title Sponsor and/or the name/Logo of a Sponsor or Sponsors. The maximum height of each logo on such display shall be 30cm.

3.1.3 Backdrop

Backdrops, such as those placed behind the awards podium, in the Mixed Zone and in press conferences may display the Competition Title, the Competition logo, the name/Logo of a Sponsor or Sponsors and/or the name/Logo of the Federation (including website address). The maximum height of each such display shall be 30cm.

3.1.4 Public Address Announcements

Sponsors may be acknowledged in public address announcements prior, during the course of and after the Competition. Such announcements may include a jingle, must be made in a reasonable manner and must not interfere with the Competition. During the course of the Competition, announcements relating to a Sponsor or to the Sponsors may have a maximum total duration of 60 seconds per hour and no more than three separate announcements per hour may be made, for example three 20 second announcements per hour or two 30 second announcements per hour.

NB: Any such announcements must not interfere with any broadcast recordings and, therefore, appropriate adjustment should be made to the volume of any PA system loudspeakers placed near to the broadcast commentary and interview positions.

3.1.5 Video boards/Scoreboards

- 3.1.5.1 Sponsors/Manufacturers Logo: The name/Logo of the Manufacturer of the video board/scoreboard and/or the Sponsors may be displayed around the outside of the video board/scoreboard. The maximum distance between the edge of the display on which such name/Logo appears and the edge of the video board/scoreboard shall be 1.2m.
- 3.1.5.2 Advertising with or without spoken text: Advertising of the Sponsors with or without spoken text (such as Advertising slots, commercials etc.) may be shown on video boards before the commencement of each Session and immediately after the last event of each Session.
- 3.1.5.3 Name/Logo of the Sponsors: The name/Logo of the Sponsors may be displayed on the video board/scoreboard during a Competition.

3.1.6 Personal Bags/Official Bags

- 3.1.6.1 Personal Bags: The name/Logo of the Manufacturer of a bag may be displayed twice on each bag used by the Athletes and Competition Officials in the stadium. The maximum size of each such display shall be 25cm².
The National team or Member Federation logo, flag, or national symbol may be displayed twice on each bag used by the Athletes in the stadium. The maximum size of each such display shall be 25cm².
- 3.1.6.2 Official Bags: The Competition Organiser has the right to supply to all Athletes, Competition Officials, officials and other participants an official bag. An official bag may display;
- (i) the Competition Title once; and
 - (ii) the Competition Logo once; and
 - (iii) the name/Logo of the Supplier or Manufacturer of the bag and/or the name/Logo of a Sponsor four times.
- The maximum size of two of the displays of the Supplier or Manufacturer or Sponsor may be 25cm² and the maximum size of other two shall be 40cm².

3.1.7 Track Surfaces

- 3.1.7.1 Name/Logo of the Manufacturer: A maximum of two identifications may be displayed in a permanent position on the track surface, which may be the name/Logo of the Manufacturer of the track surface. The maximum height of each such flat display shall be 1m for outdoor tracks and 0,5m for indoor tracks. The identification must not interfere with the track markings and should be outside of the area where athletes are passing during the competition.

3.1.7.2 Name of the stadium and/or Name of the city and/or Name/Logo of the competition: A maximum of two identifications may be displayed in a permanent position on the track surface, which may be the name of the stadium and/or the Name of the city and/or the name/Logo of the competition as long as there is no commercial name/logo/right included. The height of each such flat display shall not exceed 5m for outdoor tracks and 2,5m for indoor tracks in a watermark style based on the colour of the track. To constitute the shade of the watermark identification the base colour of the track must be diluted a maximum of 66% by white colour. The identification must not interfere with the track markings, which shall remain dominant.

3.1.7.3 Other: Opportunities in a more dominant colour outside the field of competition instead of or in combination with Clause 3.1.7.2 may be provided with a written agreement of the IAAF.

3.1.8 Flower and Award Ribbons

If awards or flowers are given to Athletes, the name/Logo of the Supplier of the flowers or the name/Logo of up to 2 Sponsors may be displayed on both sides of the two ribbons which may be attached to such flowers. The maximum height of each individual such display shall be 5cm.

3.1.9 Tracking Vehicles

3.1.9.1 The Competition Title, the Competition logo or the name/Logo of a Sponsor may appear on a tracking vehicle used for the television production. The maximum height of such display shall be 20cm.

3.1.9.2 Standard mass production cars may be used as tracking vehicles for non-stadium Competitions provided they are appropriate for the purpose of the function as a tracking vehicle for the television production of the Competition.

3.1.10 Umbrellas/Protective Canopies

3.1.10.1 Stadium Competitions: The number of umbrellas and protective canopies must be appropriate to the weather conditions and must not unreasonably obstruct the spectators' view of the arena. Umbrellas or protective canopies used for stadium Competitions may not display any Advertising or other identification other than the name/logo of the Competition Organiser, the Competition title, the Competition logo, the name/Logo of a Sponsor and/or the name/logo of the IAAF, Area Association or Member Federation authorising the Competition. The maximum size of each such display shall be 400cm².

3.1.10.2 Non-stadium Competitions: The number of umbrellas and

protective canopies must be appropriate to the weather conditions and must not unreasonably obstruct the spectators' view of the arena. Umbrellas or protective canopies used for non-stadium Competitions may, in addition to the entities described in 3.1.10.1 above, also display the name/Logo of the Sponsors. The maximum size of each such display shall be 400cm².

3.1.11 Product Placement

Sponsor's products may be placed at the Competition Sites during the Competition, provided this complies with all local laws. The size, location and manner of such placement must be determined by the Competition Organiser and be approved by the Advertising Commissioner and/or other appropriate representative of the IAAF. Any such product placement must take into consideration the basic principles of these Regulations and may not in any manner interfere with the integrity of the sport and shall not adversely interfere with the technical conduct of the Competitions.

3.2 Stadium Competitions

3.2.1 Outdoor Stadium

3.2.1.1 Advertising Boards

- (i) *Position*: Advertising Boards shall be placed at least 30cm from the outside edge of the track, including on the reverse camera-angle, camera blind side along the 100m straight ("100m Straight Boards"). Advertising Boards shall be of a consistent height. In principle, Advertising Boards should not impair the view of the spectators or the broadcast audience.
- (ii) *Behind the Start*: 1 Advertising Board may be placed behind the start of the 100m (110mH), at either track level or raised. The maximum height of this Advertising Board shall be 1.5m and the maximum width shall be the width of the track. A split of the board for a maximum of two sponsors is acceptable.
This Advertising Board may be raised 50cm from the track surface. |||
- (iii) *One Tier*: Advertising Boards around the track must be limited to one tier. However, additional tiers of Advertising are permitted when such tiers do not obstruct the TV cameras' or the public's view and are not placed directly behind the track boards. |||
- (iv) *Size*: Advertising Boards, whether fixed or revolving or electronic, may have a maximum height of 1.2m. In principle, fixed Advertising Boards should have dimensions of 6m x 1m.

- (v) Material: Advertising Boards must be of solid material or if the surface is not solid, they must be fixed to a solid frame.
- (vi) Double-sided: Advertising Boards may be double-sided with Advertising displayed on both sides of the Advertising Boards.

3.2.1.2 In-field Boards

In-field Boards with Advertising or other identification are permitted at all outdoor stadium Competitions.

Such In-field Boards may be placed at least at 30cm from the inside, anywhere in the infield, but may under no circumstance:

- interfere with the integrity or technical conduct of the Competition;
- interfere with the view of the spectators or TV spectators.

A maximum amount of 120m of In-field Boards shall be permitted.

The In-field Boards will have a maximum size of 3m x 0.50m, except for the competition title and the title of the competition series, where the maximum size of the boards shall be 12m x 0.50m.

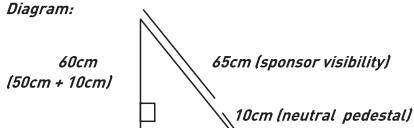
The In-field Boards may be more than 0.50m in height, if when placed at an angle on the pedestal the total height, including that of the pedestal, is no more than 0.60m (measurement ground to top of the Board).

The Boards may be elevated by no more than 10cm on a neutral pedestal.

Note:

- *sponsor visibility = 300cm x 65cm maximum;*
- *neutral pedestal = 300cm x 10cm maximum;*
- *total of 300cm x 75cm maximum with a maximum height of 60cm, sponsor visibility and maximum all included.*

Diagram:



3.2.1.3 Cam Carpets

Instead of Advertising Boards or In-field Boards, Cam Carpets may be placed with the same Advertising and in the positions where these Boards may be placed under these Regulations. The relative appearance of the maximum size of the Cam Carpets from the main camera angle for that part of the Competition Site shall be the same as for the relevant Advertising Boards or In-field Boards under these Regulations.

3.2.1.4 Finish Line Tape

The name/Logo of Sponsors and/or the Federation Logo may be repeatedly displayed on the finish line tape (if any). The maximum height of such display shall be 20cm.

3.2.1.5 Space Blankets

The name/Logo of Sponsors may be repeatedly displayed on space blankets provided to athletes during or at the end of their event (if any). The maximum height of such display shall be 20cm.

3.2.1.6 Additional Opportunities

Additional opportunities for Advertising may be provided, with the prior written agreement of the IAAF.

3.2.2 Indoor Stadium

3.2.2.1 Advertising Boards

- (i) Position: Advertising Boards shall be placed around the outside edge of the track. Advertising Boards shall be of consistent height. In principle, Advertising Boards shall not impair the view of the spectators or the broadcast audience.
- (ii) One Tier: Advertising Boards should be limited to one tier. However, additional tiers of Advertising are permitted when such tiers are attached to the permanent structure of the stadium.
- (iii) Size: Advertising Boards, whether fixed or revolving or electronic, shall have a maximum height of 1m.
- (iv) Material: Advertising Boards must be of solid material or if the surface is not solid, they must be fixed to a solid frame.
- (v) Double Sided: Advertising Boards may be double-sided with Advertising displayed on both sides of the Advertising Boards.

3.2.2.2 In-field Boards

In-field Boards with the following Advertising or other identification are permitted, but are not mandatory, at all indoor stadium Competitions, such In-field boards to be placed 30cm from the inside edge of the track, in a manner not interfering with the integrity or technical conduct of the Competition.

- (i) Competition Title: 1 In-field Board (maximum size 5m x 0.4m) with the Competition Title.
- (ii) IAAF/Area Association/Member Federation: 1 In-field Board (maximum size 2m x 0.4m) with either the

name/Logo of the IAAF or the Area Association or the Member Federation authorising the Competition or the party designated by such body.

- (iii) Host Broadcaster: 1 In-field Board (maximum size 2m x 0.4m) with the name/Logo of the Host Broadcaster of the Competition.
- (iv) Sponsors: 8 In-field Boards (maximum size 2m x 0.4m) with the name/Logo of a Supplying Sponsor or a Sponsor.
- (v) Series/Title Sponsor/Bib Sponsor: 1 Board (maximum size 3m x 0.4m) with the name/Logo of a Series/Title Sponsor or Bib Sponsor.

3.2.2.3 Cam Carpets

Instead of Advertising Boards or In-field Boards, Cam Carpets may be placed with the same Advertising and in the positions where these Boards may be placed under these Regulations. The maximum size of the relative appearance from the main camera angle for that part of the Competition Site of the Cam Carpets shall be the same as for the relevant Advertising Boards or In-field Boards under these Regulations.

3.2.2.4 Protective Run-Off Mats

The name/Logo of a Sponsor or other Advertising may be displayed on the protective run-off mats at the end of the 60m straight. The maximum height of such display shall be 1.5m and the maximum width shall be the width of the track.

3.2.2.5 Finish Line Tape

The name/Logo of Sponsors may be repeatedly displayed on the finish line tape (if any). The maximum height of such display shall be 20cm.

3.2.2.6 Space Blankets

The name/Logo of Sponsors may be repeatedly displayed on space blankets provided to athletes during or at the end of their event (if any). The maximum height of such display shall be 20cm.

3.2.2.7 Additional Opportunities

Additional opportunities for Advertising may be provided, with the prior written agreement of the IAAF.

3.3 **Non-Stadium Competitions**

3.3.1 **Advertising Boards**

- (i) Position: Advertising Boards may be placed in a single row around the course of the Competition.
- (ii) Material: The structure supporting Advertising Boards must be of

a sufficiently solid construction to support the weight of the Advertising Boards in any adverse weather conditions, in particular wind.

- (iii) *Size*: The maximum height of the Advertising Boards shall be 1.2m (except for the Series/Title Sponsor or the presenting Sponsor where the height may be up to 1.5m).

3.3.2 Cam Carpets/Road Painting

Instead of Advertising Boards, Cam Carpets may be placed, or the road may be painted, with the same Advertising and in the positions where these Advertising Boards may be placed under these Regulations. The maximum size of the relative appearance of the Cam Carpets shall be the same as for the relevant Advertising Boards under these Regulations

3.3.3 Start and Finish Gantries

3.3.3.1 The start and finish gantry may display any number of the following:

- (i) Official Competition Title (maximum height of 1m)
- (ii) Official Competition logo (maximum height of 50cm)
- (iii) Official timing devices with the name/Logo of the Timing Sponsor (maximum height of the name/Logo of 50cm)
- (iv) One name/Logo per Sponsor on both sides of each column of the start and finish gantries (maximum height of 50cm)
- (v) Member Federation/Organiser logos (maximum height of 50cm)
- (vi) name/logo of a Public Institution supporting the Competition organiser (maximum height of 50cm)

3.3.3.2 All start and finish gantries must comply with any applicable safety standards.

3.3.4 Finish Line Tape

The name/Logo of Sponsors and/or the Federation Logo may be repeatedly displayed on the finish line tape. The maximum height of such display shall be 20cm. ||

3.3.5 Space Blankets

The name/Logo of Sponsors may be repeatedly displayed on the space blankets. The maximum height of such display shall be 20cm.

3.3.6 Lead/Timing Cars

3.3.6.1 The name/Logo of Sponsors may be displayed once on each side and on the top of each of the lead/timing cars. The identification must be the same on all lead/timing cars during a Competition race.

3.3.6.2 In addition to 3.3.6.1, the Sponsor providing the services with respect to timing shall be permitted to have product placement (1 Product) on the lead/timing cars (such as product placement in form of a watch at the top of the lead/timing cars). Such representation may not impair the visibility of the clock on the lead/timing cars.

3.3.7 Car Parade

Sponsors may represent their products in form of product placement representation on cars driving on the course of the Competition ahead of the first lead/timing car prior to a race (such as a "car parade"), provided that this complies with all applicable laws.

4. ADVERTISING ON CLOTHING

4.1 Clothing of Athletes

4.1.1 General

4.1.1.1 The Competition attire and the warm-up attire of the Athletes may only have Advertising as permitted under these Regulations. Any Advertising or other identification on such attire not permitted under these Regulations is strictly prohibited and will constitute a breach of these Regulations.

4.1.1.2 Should an athlete wear two pieces of clothing of the same nature during the Competition, e.g., T-shirt under a Vest and/or leggings under a pair of shorts, the under garment, if visible, must be clean and free of any markings.

4.1.1.3 The provisions contained in this Clause 4 apply for the whole duration of the Competition, including the event itself, the lap of honour, all ceremonies (victory, opening and closing), interviews and press conferences staged by the Competition Organiser.

4.1.2 Vests/Leotards

In accordance with Rule 143.1, athletes' vests (leotards) should have the same colour on the front and back.

Advertising or other identification displayed on vests and leotards must comply with the following requirements in respect of all Competitions (unless specified otherwise by the IAAF):

4.1.2.1 Manufacturer's Name/Logo

Vests

The name/Logo of the Manufacturer of the attire may be displayed once on the front of the vest. Such display shall be in a rectangular form with a maximum size of 30cm² and with the

lettering a maximum height of 4cm and the total Logo a maximum height of 5cm.

Leotards (one piece, including upper body and lower body)

The name/Logo of the Manufacturer of the attire may be displayed as follows:

- Once on the front of the leotard. Such display shall be in a rectangular form with a maximum size of 30cm² and with the lettering a maximum height of 4cm and the total Logo a maximum height of 5cm;

or







- Twice on the front of the leotard: once above and once below the waist, but not immediately adjacent to each other. Such displays shall be identical, in rectangular form with a maximum size of 20cm² and with the lettering a maximum height of 3cm and the total Logo a maximum height of 4cm.

Vests/Leotards

A graphic or figurative Logo of the Manufacturer (not including name or any text) may also be used as a decorative “design mark” once or repeatedly as a strip not exceeding 10cm in width in one of the following positions, provided such use does not, in the opinion of the IAAF, in its discretion, dominate or unduly detract from the appearance of the garment:

- Across the bottom of the sleeves;
- On the outer seam of the sleeves;
- Down the outer seams of the garment.

Examples of permitted decorative “design mark” of the Manufacturer used as a strip:

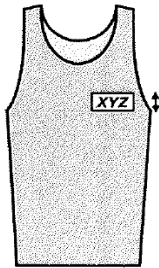
ADIDAS	ASICS	MIZUNO	NIKE	PUMA	REEBOK
					

Examples including text not permitted as decorative “design mark” of the Manufacturer used as a strip:

ADIDAS	ASICS	MIZUNO	NIKE	PUMA	REEBOK
					

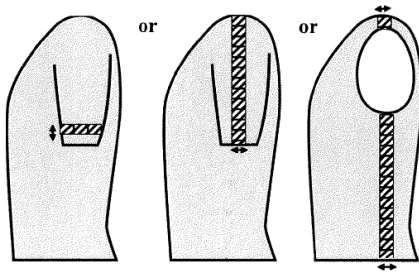
Vests

Example of the name/Logo of the Manufacturer:



Name/Logo of the Manufacturer:
maximum 30cm² rectangle with
lettering maximum height 4cm,
total logo maximum height 5cm

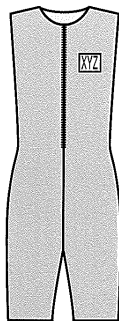
Examples of decorative "design mark" of the Manufacturer:



Decorative "design mark" of
the Manufacturer: maximum
10cm width

Leotards

Examples of the name/Logo of the Manufacturer:



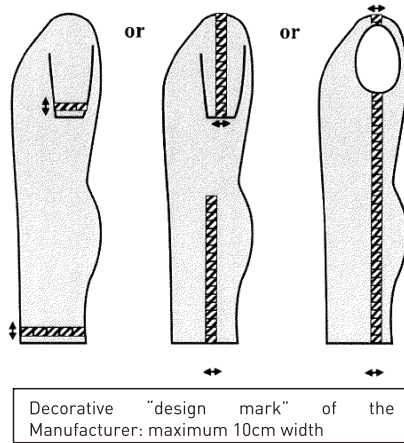
Name/Logo of the Manufacturer
once: maximum 30cm²
rectangle with lettering
maximum height 4cm, total logo
maximum height 5cm

or

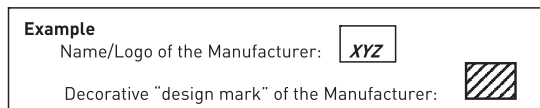
Name/Logo of the Manufacturer
twice: maximum 20cm²
rectangle with lettering
maximum height 3cm, total logo
maximum height 4cm



Examples of decorative “design mark” of the Manufacturer:



The above examples are for illustrative purposes only and are not exhaustive.



4.1.2.2 Athlete’s Name

The name of the Athlete may be displayed on the front and/or the back of the vest/leotard. The maximum height of such display shall be 4cm.

4.1.2.3 Country Name

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 vest/leotard. The maximum height of such display shall be 10cm.

4.1.2.4 National Team or Member Federation Logo or Flag

The national team or Member Federation logo, flag or national symbol may be displayed once on the front, above the waist, of the vest/leotard. The maximum size of such display shall be 30cm² in area, with a maximum height of 5cm.

4.1.2.5 IAAF Name/Logo

The name/Logo of the IAAF may not be displayed on the vest/leotard.

4.1.2.6 National Sponsor

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 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.

4.1.2.7 Clubs/Individual Sponsors ||

(When relevant, only applicable in respect of international athletics meetings held under IAAF Rules 1.1(d), (e), (h), (i) and (j) in the event that such meetings are sanctioned by organisations that do not have their own advertising regulations.)

Either the club name or the club Sponsor or the club logo or the logo of an athlete's individual sponsor, may be displayed on the front of the vest/leotard on the right chest. ||

Such display shall be rectangular in shape, with a maximum size of 40cm² and with the lettering a maximum height of 4cm if printed directly onto the vest/leotard or the size of the patch.

The club name may appear on the back of the vest/leotard with the lettering a maximum height of 4cm, and no restriction in width.

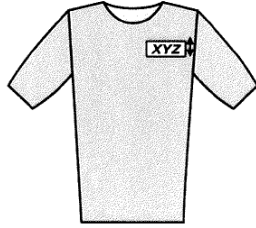
Club logos which are part of traditional club names and have been registered as such with an IAAF Member Federation prior to 1 January 1980 and without relation to a company or product shall remain and the size may not be increased. Club logos including a Logo or lettering representing a company or product are subject to the dimension as stated under this Clause.

4.1.3 Tops, T-Shirts, Sweatshirts, Rain jackets

The Advertising or other identification displayed on tops, t-shirts, sweatshirts and rain jackets must comply with the following requirements, in respect of all Competitions (unless otherwise specified). The following diagrams provide examples of the manner in which the provisions of Clause 4.1.3 should be applied:

Example

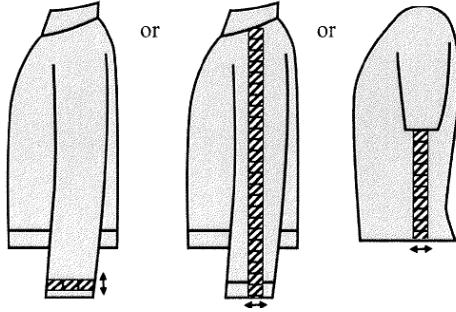
Name/Logo of the Manufacturer:



Name/Logo of the Manufacturer: maximum 40cm² rectangle, with lettering maximum height 4cm, total logo maximum height 5cm

Examples

Decorative “design marks” of the Manufacturer:



Decorative “design mark” of the Manufacturer: maximum 10cm width

Example
 Name/Logo of the Manufacturer: XYZ
 Decorative “design mark” of the Manufacturer:

4.1.3.1 Manufacturer’s Name/Logo

The name/Logo of the Manufacturer of the attire may be displayed once on the front of the garment. Such display shall be rectangular in shape, with a maximum size of 40cm² and the lettering a maximum height of 4cm and the total Logo a maximum height of 5cm.

A graphic or figurative Logo of the Manufacturer (not including name or any text) may also be used as a decorative “design mark” once or repeatedly as a strip not exceeding 10cm in width in one of the following positions, provided such use does not, in the opinion of the IAAF, in its discretion, dominate or unduly detract from the appearance of the garment:

- Across the bottom of the sleeves;
- On the outer seam of the sleeves;
- Down the outer seams of the garment.

4.1.3.2 Athlete’s Name

The name of the Athlete may be displayed on the front and/or the back of the garment. The maximum height of such display shall be 4cm.

4.1.3.3 Country Name

The name of the Athlete's country and/or its official three-letter code may be displayed once on the back and/or the front of the garment. The maximum height of such display shall be 10cm.

4.1.3.4 National Team or Member Federation Logo or Flag

The national team or Member Federation logo or flag may be displayed once on each garment. The maximum size of such display shall be 40cm² in area, with a maximum height of 5cm.

4.1.3.5 IAAF Name/Logo

The name/Logo of the IAAF may not be displayed on the vest/leotard.

4.1.3.6 National Sponsor

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, 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.

4.1.3.7 Clubs/Individual Sponsors

(When relevant, only applicable in respect of international athletics meetings held under IAAF Rules 1.1(d), (e), (h), (i) and (j) in the event that such meetings are sanctioned by organisations that do not have their own advertising regulations.)

Either the club name or the club Sponsor or the club logo or the logo of an athlete's individual sponsor, may be displayed on the front of each garment on the right chest. Such display shall be rectangular in shape, with a maximum size of 40cm² and with the lettering a maximum height of 4cm.

The club name may appear on the back of the vest/leotard with the lettering a maximum height of 4cm, and no restriction in width.

Club logos which are part of traditional club names and have been registered as such with an IAAF Member Federation prior to 1 January 1980 and without relation to a company or product shall remain and the size may not be increased. Club logos including a Logo or lettering representing a company or product are subject to the dimension as stated under this Clause.

4.1.4 Lower Body Attire

Advertising or other identification being displayed on lower body attire (e.g. socks, shorts, tights, but excluding leotards) must comply with the following requirements:

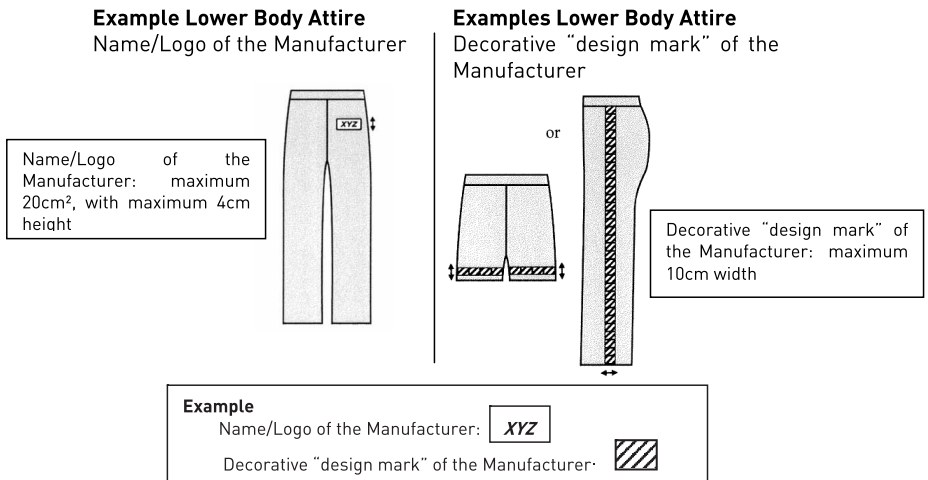
4.1.4.1 Manufacturer's Name/Logo

The name/Logo of the Manufacturer of the attire may be displayed once. The maximum size of such display shall be 20cm², with a maximum height of 4cm.

A graphic or figurative Logo of the Manufacturer (not including name or any text) may also be used as a decorative "design mark" once or repeatedly as a strip not exceeding 10cm in width in one of the following positions, provided such use does not, in the opinion of the IAAF, in its discretion, dominate or unduly detract from the appearance of the garment:

- Across the bottom of the legs;
- Down the outer seams of the legs.

The following diagrams provide examples of the manner in which the provisions of Clause 4.1.4.1 should be applied:



4.1.4.2 IAAF Name/Logo

The name/Logo of the IAAF may not be displayed on the vest/leotard.

4.1.4.3 Country Name

The name of the country of the Athlete and/or its 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.

4.1.4.4 National Team or Member Federation Logo or Flag

The National Team or Member Federation logo, flag or

national symbol may be displayed once on the front of the lower body attire. The maximum size of such display shall be 20cm² in area, with a maximum height of 4cm.

4.1.4.5 Socks

The name/Logo of the Manufacturer of the socks may be displayed once on each sock. The maximum size of such display shall be 6cm², with a maximum height of 3cm.

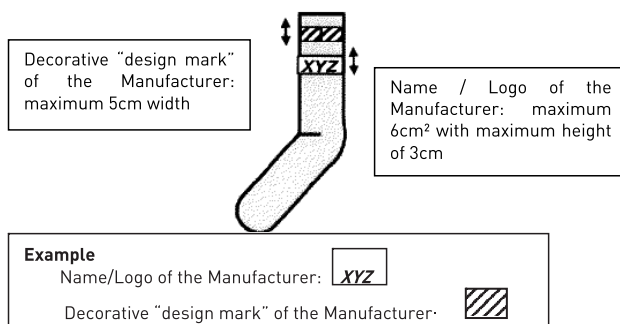
The name of the Athlete may be displayed once on each sock. The maximum height of such display shall be 2cm.

A graphic or figurative Logo of the Manufacturer (not including name or any text) may also be used on socks as a decorative "design mark" once or repeatedly as a strip not exceeding 5cm in width across the top edge of each sock, provided such use does not, in the opinion of the IAAF, in its discretion, dominate or unduly detract from the appearance of the socks.

The following diagrams provide examples of the manner in which the provisions of Clauses 4.1.4.5 should be applied:

Example Socks

Name/Logo and decorative "design mark" of the Manufacturer



4.1.5 Shoes

The size of the name/Logo of the Manufacturer of shoes used by an Athlete is not restricted in size.

4.1.6 Other Apparel

The name/Logo of the Manufacturer of other apparel used by an Athlete during the course of the Competition (such as headgear, hats, headbands, gloves, glasses, sunglasses and wristbands) may be displayed once on such apparel. The maximum size of such display shall be 6cm².

4.1.7 Plain Clothing

If an Athlete's clothing is not in compliance with these Regulations, the Athlete may be required by the Call Room Judges to either cover the infringing items or wear plain attire as provided by the Competition Organiser.

4.1.8 Measurement

The size of the Advertising or other identification displayed on the Athletes' clothing shall be measured while the clothing is worn.

4.1.9 Specific Competition Approval

4.1.9.1 A clothing Manufacturer or Member Federation may submit to the IAAF reasonably in advance, of a Competition representative samples of Athletes' clothing for the IAAF's specific approval for such particular Competition.

4.1.9.2 The IAAF's decision shall be communicated to the clothing Manufacturer or Member Federation in writing. Any clothing approved by the IAAF and worn by an Athlete during the particular Competition shall be deemed to be in compliance with these Regulations.

4.1.9.3 An appeal may be lodged by the Manufacturer or Member Federation against the decision by the IAAF in writing with the IAAF within 10 days of the decision being issued. The IAAF will take a final decision on whether the clothing can be approved for this particular Competition.

4.2 Clothing of Competition Officials

4.2.1 Upper Body Attire

The name/Logo of the Manufacturer of the upper body attire may be displayed once. Such display shall be rectangular in shape with a maximum size of 40cm², and with the lettering a maximum height of 4cm and the total Logo a maximum height of 5cm.

A graphic or figurative Logo of the Manufacturer (not including name or any text) may also be used as a decorative "design mark" once or repeatedly as a strip not exceeding 10cm in width in one of the following positions, provided such use does not, in the opinion of the IAAF, in its discretion, dominate or unduly detract from the appearance of the garment:

- Across the bottom of the sleeves;
- On the outer seam of the sleeves;
- Down the outer seams of the garment.

The Competition Title and/or the Competition logo may be displayed once, with the lettering a maximum height of 4cm. In Competitions with a Series/Title Sponsor or a presenting Sponsor, if the Competition Title is to be shown, the complete Competition Title must be displayed (not just the name of such Sponsor). The name/logo of the IAAF, Area Association or Member Federation authorising the Competition may be displayed once. The name/Logo of a Sponsor may be displayed once, with the lettering a maximum height of 4cm.

4.2.2 Lower Body Attire

The Advertising or other identification being displayed on the officials' lower body attire shall comply with the requirements set out in Clause 4.1.4 for the Athletes.

4.3 Clothing of Photographers/Camera Crews

4.3.1 Any photographer permitted access to the in-field must wear the official in-field bib provided by the Competition Organiser.

4.3.2 The official in-field bib of the photographers may display the Competition Title, the name/logo of a series of Competitions (or series title), the name of the IAAF or the national or regional athletics federation and/or the Competition logo, with the lettering a maximum height of 10cm. In addition, the name/Logo of the official film and/or official camera or other Sponsors may be displayed once on the official in-field bibs. The maximum height of such display shall be 10cm.

4.3.3 The official in-field bib of the TV camera crew may display the Competition Title, the name/logo of a series of Competition (or series title), the name of the IAAF or the national or regional athletics federation and the Competition logo, with the lettering a maximum height of 10cm. The name/Logo of a Sponsor or the host broadcaster may appear on the in-field bib of the TV camera crew, subject to the approval of the relevant Competition organiser, with the lettering a maximum height of 10cm.

4.4 On-Site Sponsor Clothing

4.4.1 The name/Logo of a Sponsor providing services during a Competition may be displayed on the upper body clothing of their staff present at the Competition Sites. The maximum size of such display shall be 40cm², with a maximum height of 5cm.

4.4.2 In addition, the name/Logo of the clothing Sponsor and the Competition Title and the Competition logo may be displayed on the clothing of the Sponsor personnel. In Competitions with a Series/Title Sponsor or presenting Sponsor, if the Competition Title is to be shown, the complete Competition Title must be displayed (not just the name of the Sponsor). The maximum height of each such display shall be 4cm.

5. BIBS

5.1 Size

5.1.1 The maximum size of the Bibs shall be 24cm (width) x 20cm (height).

5.1.2 The height of the numbers (or other Athlete identification) on the Bibs shall be no less than 6cm and no more than 10cm. The identifications

shall be easily visible.

5.1.3 The maximum height of the identification above the Athlete identification shall be 6cm. Such identification may display the name/Logo of a Sponsor.

5.1.4 The maximum height of the identification below the Athlete identification shall be 4cm. Such identification may display the name/Logo of a Sponsor or the city or area in which the Competition is being held.

5.2 Colours

The Bibs must be printed in suitable colours to ensure maximum visibility of the numbers (or other Athlete identification).

5.3 Visibility

The Bibs and the numbers (or other Athlete identification) on the Bibs must be visible in their entirety at all times during the Competition.

5.4 Advertising on Bibs

A maximum of two Sponsors may be displayed on the Bibs per event of a Competition. Different Sponsors are permitted for different events (e.g. men's 100 metres and women's javelin).

6. EQUIPMENT AND SUPPLIES

6.1 Competition Equipment

6.1.1 Shots, Discus, Javelins, Relay Batons, Vaulting Poles, Hammers, Crossbars, Uprights, Lap Bells, Starting Blocks and Lane Boxes

The name/Logo of the Supplier or Manufacturer may be displayed twice on shots, discus, javelins, relay batons, vaulting poles, hammers, crossbars, uprights, lap bells, starting blocks and lane boxes used at a Competition. The maximum height of such display shall be 4cm. Furthermore, the name/Logo of a Sponsor may be displayed on crossbars, uprights, lap bells and starting blocks used at a Competition and the maximum height of such display shall be 4cm.

6.1.2 Landing beds

The name/Logo of the Supplier, Manufacturer or Sponsor of the landing beds used during a Competition may be displayed a total of four times on landing beds. The display may appear on each side, but not on the top of the landing bed. The maximum height of each such display or of the lettering of the name of the sponsor, in case no logo is displayed, shall be 30cm. The Competition Title and/or the Competition logo may be displayed on the top of the landing bed and on each side of the landing bed. |||

In such case the size of the logo may be of any size fitting the respective landing area.

6.1.3 Hurdles and Steeplechase Barriers

Three of the following may be repeatedly displayed across the length on both sides of the hurdle/steeplechase barriers used during a Competition: the name/Logo of the Manufacturer of the hurdles or steeplechase barriers, the name/Logo of Sponsors, the name of the city where a competition takes place, the name of the stadium, the Competition Title, the name/Logo of a series of Competitions or the Federation name/Logo. The maximum height of each such display shall be 5cm.

6.1.4 Take-off Boards

The name/Logo of Sponsors or Supplier may be placed only adjacent to the take-off board.

6.2 Electronic and Other Equipment

6.2.1 Electronic Equipment

6.2.1.1 On electronic equipment displaying information (such as measuring devices, clocks, wind gauges, electronic scoreboards), the name/Logo of the Supplier, Manufacturer or Sponsor (provided such Sponsor produces, services or sells such equipment) of such equipment may be displayed on each side of such equipment. The maximum height of each such display shall be 20cm.

6.2.1.2 The weather surface/protecting canopy of the timing/measurement equipment at the Competition Sites shall have a maximum height of 1.7m and a maximum diameter of 1.2m or for rectangular canopies each side of a maximum width of 1m and may only be used during the Competition if necessary. The name/Logo of the Supplier, Manufacturer or Sponsor (provided such Sponsor produces, services or sells such equipment) of such equipment may be displayed on the weather surface/protecting canopy. The maximum height of such display shall be 40cm.

6.2.2 Information Display

The Competition Title, the name/logo of a series of Competitions or the name/Logo of the Sponsors may be displayed in rotation on the information display of the in-field scoreboards. However, whilst the board is being utilised during an event for information purposes, the Sponsors' names/Logos may not be displayed on the information display.

6.2.3 Other Equipment

The name/Logo of the Manufacturer of other technical equipment

used at the Competition Sites may be displayed twice on two sides of such equipment or twice on opposite ends of the visible side of such equipment. The maximum height of each such display shall be 10cm.

6.2.4 Radio Controlled Vehicles

The Competition Title and/or the name/Logo of Sponsors or the name of the Supplier may appear on radio controlled vehicles used as equipment at the Competition Sites. The maximum height of such display shall be 10cm.

6.3 Drink Stations

6.3.1 Number of Drink Stations

6.3.1.1 Outdoor Stadium

Drink stations may be placed within the Competition area, adjacent to each field event in progress, with a maximum of six.

6.3.1.2 Indoor Stadium

Maximum 2 drinking stations may be placed within the Competition area.

6.3.2 Size/Form of Drink Stations

The maximum height of a drink station shall be 1.4m and the maximum diameter shall be 1m or, for rectangular drink stations, each side shall have a maximum width of 1m. The form or shape of the drink station may incorporate the design of the packaging of the drinks supplied by the Sponsor of the drinks (e.g. a bottle or can).

6.3.3 Advertising/Identification on Drink Stations

6.3.3.1 Stadium Competitions

The name/Logo of the Sponsor may be displayed around the circumference or, for rectangular drink stations, on each side. The maximum height of each such display shall be 40cm.

6.3.3.2 Non-stadium Competitions:

The name/Logo of a Sponsor may be displayed on a skirting around the tables and on a canopy over the tables used for the drink stations. The maximum height of such display shall be 20cm and the total length shall be 10m.

A maximum of two drink stations used for non-stadium Competitions at the start or finish within a stadium must comply with the requirements for stadium Competitions.

6.3.4 Drink Station Personnel

In non-stadium Competitions, drinks may be dispensed from the drink stations by staff members of the Sponsor of the drinks as well as other authorised persons. The name/Logo of the Sponsor of the drinks or any other Sponsor may be displayed on the upper body clothing of

such people dispensing the drinks. The maximum size of such display shall be 40cm².

6.3.5 Umbrellas/Protective Canopies

The number of umbrellas or protective canopies for the drink stations must be appropriate to the weather conditions and may only be used during the Competition if necessary. The umbrellas and canopies used for non-stadium Competitions may display Advertising of a Sponsor. The maximum size of such display shall be 400cm².

6.4 Squeeze Bottles

6.4.1 Personal Squeeze Bottles

The name/Logo of the Official Supplier of the drink may be displayed on the Athletes' personal squeeze bottle, which shall have a maximum capacity of one litre.

6.4.2 Organiser-provided Squeeze Bottles – Official Squeeze Bottles

The name/Logo of a Sponsor may be displayed on squeeze bottles provided by the organiser, which shall have a maximum capacity of one litre. These squeeze bottles may be handed to Athletes immediately after the finish of a race by officials wearing official Competition clothing.

7. ON-SCREEN IDENTIFICATION

7.1 Service Providing Sponsors/Sponsors

The name/Logo of the following Sponsors may be displayed on the signal of a Competition transmitted by television or other current or future technologies ("On-Screen Identification"):

- (i) the name/Logo of the Service Providing Sponsors; and/or
- (ii) the name/Logo of any Sponsor providing or paying for the On-Screen Identification.

7.2 Application

7.2.1 Any On-Screen Identification (including its size, duration and manner) must comply with all applicable laws and regulations, including the laws of the country where a Competition takes place and any self-restricting regulations issued by broadcasters.

7.2.2 The implementation of any On-Screen Identification must be discussed between the Competition Organiser, the Host Broadcaster of the Competition and the relevant broadcasters transmitting the Competition.

8. VIRTUAL ADVERTISING

8.1 Application

8.1.1 General

- 8.1.1.1 Virtual Advertising must be applied in a reasonable manner to ensure that its use does not interfere with the integrity of a Competition.
- 8.1.1.2 Virtual Advertising must not be inserted in a way that obscures the broadcast audience's view of the events of the Competition.
- 8.1.1.3 The implementation of Virtual Advertising must be discussed between the IAAF, the Competition Organiser, the Host Broadcaster of the Competition and the relevant broadcasters transmitting the Competition.
- 8.1.1.4 All parties involved in a Competition (including Sponsors) shall be fully informed about the use of Virtual Advertising in such Competition.

8.1.2 Outside the Event Area

Outside the area where an event is held or conducted (i.e. the track, the in-field and/or the course), Virtual Advertising is permitted to appear prior, during the course of and after a Session but only on existing flat surfaces which may or may not be used in reality for Advertising purposes (including any Advertising Boards, In-field Boards or Cam Carpets).

Virtual Advertising is expressly forbidden to appear:

- (i) on all persons (including spectators, Athletes, officials) at the Competition Sites, except for an application on the Bibs;
- (ii) on all mobile or stationary objects not originally intended or in reality suitable to carry Advertising of any kind; and
- (iii) in the air space.

8.1.3 In the Event Area

In the area where an event of a Competition is held or conducted (i.e., the track, the in-field and/or the course), Virtual Advertising is only permitted to appear prior and after a Session. Virtual Advertising is, however, permitted to appear prior, during the course of and after a Session on Advertising Boards, In-field Boards and/or Cam Carpets.

8.2 Applicable Law

Any use of Virtual Advertising must comply with all applicable laws and regulations, including the laws of the country where a Competition takes place and any self-restricting regulations issued by broadcasters.

9. ADVERTISING COMMISSIONER

9.1 Appointment

In accordance with Rule 139, the Advertising Commissioner (when appointed) will supervise and apply the current IAAF Advertising Rules and Regulations and shall determine any unresolved advertising issues or matters arising in the Call Room in conjunction with the Call Room Referee.

9.1.1 For Competitions held under IAAF Rules 1.1 (a) (i), (b), (c), (d) and (e) the IAAF may appoint certain designated individuals to perform the duties of the Advertising Commissioner for such Competitions.

9.1.2 For Competitions held under IAAF Rule 1.1 (f), (g), (h), (i) and (j) the relevant Area Association may appoint certain designated individuals to perform the duties of the Advertising Commissioner for such Competitions.

9.2 Authority

The Advertising Commissioner has the authority and function to oversee, administer, interpret, enforce and supervise these Regulations in respect of a particular Competition as set out in these Regulations.

9.3 Reports

9.3.1 The Advertising Commissioner shall report to, and comply with the instructions of, the Technical Delegate appointed for the Competition in question.

9.3.2 Any Advertising Commissioner appointed by the IAAF shall also report to, and comply with the instructions of, the IAAF General Secretary. Any Advertising Commissioner appointed by an Area Association, Member Federation or other relevant body shall also report to, and comply with the instructions of, the General Secretary of such Area Association, Member Federation or other body.

9.3.3 If there is a conflict or inconsistency between the decisions and/or instructions by the Technical Delegate and such General Secretary, the decisions/instructions by the General Secretary shall prevail.

10. ENFORCEMENT

10.1 Competition Site Inspection

10.1.1 Competition Officials

On the morning of each day of the Competition, a Competition Official must conduct an inspection of the Competition Sites to check whether all Advertising and other identification at the Competition Sites comply with these Regulations. If any Advertising or other identifications are

detected which do not comply with these Regulations, the Competition Official must order that any such Advertising or other identifications are immediately removed or altered so as to comply with these Regulations.

10.1.2 Advertising Commissioner

The Advertising Commissioner is responsible for overseeing the compliance with any orders given by the Competition Official. If any such order is in non compliance with the relevant party, or the Competition Official refuses to order the action required in view of the Advertising Commissioner, the matter shall be decided by the Advertising Commissioner. Any party in breach of the decision of the Advertising Commissioner may be subject to sanctions in accordance with these Regulations.

10.2 Athletes

10.2.1 Call Room

In accordance with Rule 138, it is the responsibility of the Competition Officials appointed as Call Room Judges to ensure that all Athletes' clothing (see 4.1.7) and equipment is checked in the Call Room before the Competition.

If an Athlete seeks to enter the Competition stadium or course wearing clothing or carrying equipment which the Call Room Judge holds to be in breach of these Regulations, the Call Room Judge must require the Athlete not to wear such clothing, or not to carry such equipment, in the Competition stadium or course. The Call Room Judge must not allow the Athlete to enter the Competition stadium or course or to compete with such clothing or equipment.

The Call Room Judge shall refer any unresolved issues or matters to the Call Room Referee.

10.2.2 Refusal to comply by the Athlete

If an Athlete refuses to comply with the order of the Call Room Judge, the Call Room Referee must immediately refer the matter to the Advertising Commissioner. The Advertising Commissioner will immediately review and make a decision on this matter. The Athlete must comply with the decision of the Advertising Commissioner.

10.2.3 Sanctions

If an Athlete refuses to comply with the decision of the Advertising Commissioner and participates in the Competition with clothing or equipment which was held by the Call Room Referee and/or the Advertising Commissioner as not being in compliance with these Regulations, the Athlete may be subject to sanctions under these Regulations.

10.2.4 Financial Penalties

Any Athlete who is properly prevented from competing in a Competition on the grounds that he was held to be in breach of these Regulations or participated in a Competition with clothing or equipment which was held by the Call Room Referee and/or the Advertising Commissioner as not being in compliance with these Regulations shall be subject to financial penalties or shall not be entitled to any appearance money with respect to this Competition.

10.2.5 Subsequent change of Clothing/Equipment

An Athlete who changes his clothing or equipment subsequent to the check by the Call Room Judge for clothing or equipment which is not in compliance with these Regulations may be subject to sanctions under these Regulations.

10.3 Officials and Other Persons

10.3.1 Competition Officials

It is the responsibility of the Competition Officials to check before the Competition the clothing and equipment of the officials and other persons entering the Competition Sites before the Competition. If any such clothing or equipment is held by the Competition Official as not being in compliance with these Regulations, the Competition Official must request such officials or other persons not to wear such clothing or not to carry such equipment in the Competition Sites. If an official or other person has already gained access to the Competition Sites, he must be required either to remove the clothing or equipment or to immediately leave the Competition Sites.

10.3.2 Refusal to comply by the Official/Other Person

If an official or other person refuses to comply with the order of the Competition Official, the Competition Official must immediately refer the matter to the Advertising Commissioner. The Advertising Commissioner will immediately review and make a decision on the matter. The official or other person must comply with the decision of the Advertising Commissioner. Any official or other person refusing to comply with the decisions of the Advertising Commissioner shall be subject to sanctions under these Regulations.

11. SANCTIONS/APEALS AND JURISDICTION

11.1 Sanctions

A report must be sent to the IAAF General Secretary on any sanctions placed and the reasons for doing so.

11.1.1 List of Sanctions

Any Athlete with clothing or equipment, or any other official or person, held to be in breach of, and requested to comply with, these Regulations by the Competition Official and/or the Advertising Commissioner, may be subject to the following sanctions:

- (i) Disqualification from the Competition
- (ii) Declaration that the Athlete shall be subject to financial penalties or that appearance money shall not be payable to the Athlete by the relevant Competition Organiser (see Clause 10.2.4)
- (iii) Suspension (up to a maximum of 42 days)
- (iv) Monetary fines

11.1.2 Imposition

11.1.2.1 Any sanction referred to in Clause 11.1.1 may be imposed on the Athlete, official or other person held as not being in compliance with these Regulations by the Advertising Commissioner or the Technical Delegate appointed for a particular Competition.

11.1.2.2 Any sanction imposed under these Regulations shall be confirmed in writing, with a copy to the IAAF, including a brief summary of the facts and the sanction imposed and shall be provided to the party on which the sanctions were imposed immediately after such imposition.

11.1.3 Payment

If a monetary fine is imposed on an Athlete, official or other person, the fine shall be paid directly by the person or entity that breached these Regulations.

11.2 Appeals

11.2.1 Submission

Any appeal by an Athlete, official or other person against a sanction under these Regulations shall be submitted to the Jury of Appeal as established under IAAF Rule 119 and, if no such Jury of Appeal has been established for a particular Competition, to the IAAF General Secretary, Area Association, Member Federation or other relevant body responsible for the appointment of the Advertising Commissioner for each particular Competition.

As this form of dispute resolution procedure is meant to be an emergency measure, requests for review by the Appeal Body of the initial decision shall be made in writing to the Appeal Body within 48 hours of the receipt of the initial decision complained of.

11.2.2 Decision

The Appeal Body shall review the written report by the Advertising Commissioner and/or Technical Delegate and, if requested by the Appeal Body or the appealing party, the oral report of the Advertising Commissioner and/or Technical Delegate and/or the appealing party. The Appeal Body shall reach its decision within 48 hours of receipt of the request. The Appeal Body may overrule, vary or amend the initial decision. The Appeal Body shall confirm its decision in writing, including a brief summary of the facts and the conclusion and shall provide such written decision to the appealing party within 1 week of its decision. The decision of the Appeal Body shall be final and binding on all parties.

11.3 Jurisdiction

These Regulations shall be subject to, and be interpreted in accordance with, the law governing the IAAF Rules.

COMPETITIONS/CLOTHING OF THE ATHLETES – IAAF RULES

RULE	COMPETITIONS	VEST ALLOWED
1.1(a)	World Athletics Series Events	<ul style="list-style-type: none"> • Vest A (National Vest) – in relation to the IAAF World Championships • Vest B (National Vest with Federation Sponsor) – in relation to all other World Athletics Series Events
1.1(b)	Area, Regional or Group Games	<ul style="list-style-type: none"> • Vest A (National Vest) • Vest B (National Vest with Federation Sponsor)
1.1(c)	Regional or Group Championships not confined to a single Area	<ul style="list-style-type: none"> • Vest A (National Vest) • Vest B (National Vest with Federation Sponsor)
1.1(d)	Matches not confined to a single Area	<ul style="list-style-type: none"> • Vest A (National Vest) • Vest B (National Vest with Federation Sponsor) or • Vest C (Club Vest) – only when not representing a Member
1.1(e)	WAT, IAAF Challenges	<ul style="list-style-type: none"> • Vest A (National Vest) • Vest B (National Vest with Federation Sponsor) or • Vest C (Club Vest)
1.1(f)	Area Championships	<ul style="list-style-type: none"> • Vest A (National Vest) • Vest B (National Vest with Federation Sponsor)
1.1(g)	Regional or Group Championships and Games other than in 1.1 (c)	<ul style="list-style-type: none"> • Vest A (National Vest) • Vest B (National Vest with Federation Sponsor)
1.1(h)	Matches confined to a single Area	<ul style="list-style-type: none"> • Vest A (National Vest) • Vest B (National Vest with Federation Sponsor) or • Vest C (Club Vest) – only when not representing a Member
1.1(i)	International Invitation Meetings other than in 1.1(e)	<ul style="list-style-type: none"> • Vest A (National Vest) • Vest B (National Vest with Federation Sponsor) or • Vest C (Club Vest)
1.1(j)	Area programmes similar to those in 1.1(e)	<ul style="list-style-type: none"> • Vest A (National Vest) • Vest B (National Vest with Federation Sponsor) or • Vest C (Club Vest)

SAMPLE NATIONAL VEST

FRONT



National Team or Member Federation Logo or Flag
 May be displayed once and shall be a maximum of 30cm² in area, with a maximum height of 5cm (Clause 4.1.2.4).

Manufacturer's Name/Logo
 May be displayed once on the front: rectangular in shape, maximum size of 30cm² and lettering maximum 4cm in height (name) and maximum 5cm in height (Logo) (Clause 4.1.2.1).

Country Name or Three-letter Code
 May be displayed on the front and/or back: maximum height of 10cm (Clause 4.1.2.3).

Athletes' Name
 May be displayed on front and/or back: maximum height of 4cm in (Clause 4.1.2.2).

Bib
 The maximum size of the Bib shall be 24cm in width and 20cm in height (Clause 5.1.1).
 The height of the numbers (or other Athlete identification) shall be no less than 6cm and no more than 10cm (Clause 5.1.2).
 The identification above the Athlete identification shall be a maximum height of 6cm (Clause 5.1.3).
 The maximum height of identification below the Athlete Identification shall be 4cm (Clause 5.1.4).

SPONSOR

9

SHORTS LINE

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).

SAMPLE NATIONAL VEST

WITH FEDERATION/NATIONAL SPONSOR ALLOWED

FRONT

Federation/National Sponsor

Name/Logo may be displayed once on the national vest on a separate patch and shall be a maximum of 30cm² in area, with a maximum height of 5cm (Clause 4.1.2.6).

Or

National Team or Member Federation Logo or Flag

May be displayed once and shall be a maximum of 30cm² in area, with a maximum height of 5cm (Clause 4.1.2.4).

Manufacturer's Name/Logo

May be displayed once on the front: rectangular in shape, maximum size of 30cm² and lettering maximum 4cm in height (name) and maximum 5cm in height (Logo) (Clause 4.1.2.1).

Country Name or Three-letter Code

May be displayed on the front and/or back: maximum height of 10cm (Clause 4.1.2.3).

Athletes' Name

May be displayed on front and/or back: maximum height of 4cm in (Clause 4.1.2.2).

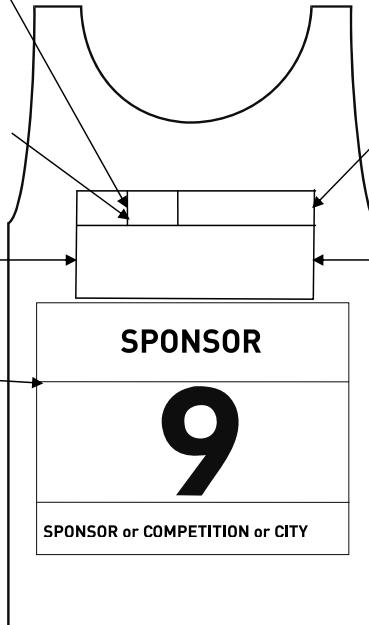
Bib

The maximum size of the Bib shall be 24cm in width and 20cm in height (Clause 5.1.1).

The height of the numbers (or other Athlete identification) shall be no less than 6cm and no more than 10cm (Clause 5.1.2).

The identification above the Athlete identification shall be a maximum height of 6cm (Clause 5.1.3).

The maximum height of identification below the Athlete Identification shall be 4cm (Clause 5.1.4).



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

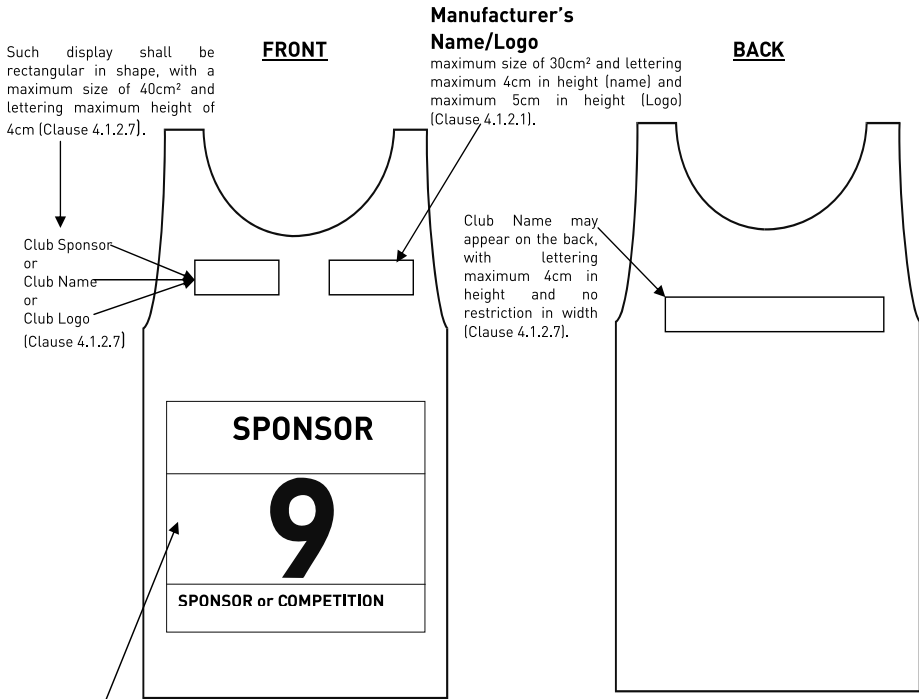
The name of the country of the Athlete and/or its official three-letter code may be displayed once on the back and/or the front of the lower body attire. The maximum height of such display shall be 10cm (Clause 4.1.4.3).

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).

CLUB VEST



FRONT

BACK

Manufacturer's Name/Logo

maximum size of 30cm² and lettering maximum 4cm in height (name) and maximum 5cm in height (Logo) [Clause 4.1.2.1].

Such display shall be rectangular in shape, with a maximum size of 40cm² and lettering maximum height of 4cm [Clause 4.1.2.7].

Club Sponsor or Club Name or Club Logo [Clause 4.1.2.7]

Club Name may appear on the back, with lettering maximum 4cm in height and no restriction in width [Clause 4.1.2.7].

Bib

The maximum size of the Bib shall be 24cm in width and 20cm in height [Clause 5.1.1].

The height of the numbers (or other Athlete identification) shall be no less than 6cm and no more than 10cm [Clause 5.1.2].

The identification above the Athlete identification shall be a maximum height of 6cm [Clause 5.1.3].

The maximum height of identification below the Athlete Identification shall be 4cm [Clause 5.1.4].

