



**1-4 MARCH**  
ARENA BIRMINGHAM

**BULLETIN VOL.1**

# INTRODUCING WIC BIRMINGHAM 2018

# PRESIDENT'S MESSAGE

**It gives me great pleasure to write this foreword to the first Official Bulletin of the IAAF World Indoor Championships Birmingham 2018.**



“The local public understand athletics and have a knowledge and passion for the sport which would be hard to match anywhere else in the world.”

The 17th edition of these championships, which will take place from 1 to 4 March 2018, will be the most important global track and field competition of the year, attracting more than 400 athletes from 150 countries.

The United Kingdom has been a regular and trusted host of IAAF World Athletics Series events over the decades. Last year Cardiff was the venue for the IAAF World Half Marathon Championships and, most recently of course, London's Olympic stadium was the stage for a spectacular IAAF World Championships this summer. With Birmingham next winter, the UK becomes the first ever nation to stage the outdoor and indoor world championships back to back across two seasons.

Birmingham is itself no stranger to world class global athletics, annually staging legs of the IAAF World Indoor Tour and the IAAF Diamond League. The city also hosted the IAAF World Half Marathon in 2009. Most memorably of all, the stadium Arena Birmingham, which will welcome the world's best indoor performers in 2018, also held the ninth IAAF World Indoor Championships in 2003.

Birmingham, which is the home city of the national athletics governing body British Athletics, has a very good claim to be Britain's capital of athletics. The local public understand athletics and have a knowledge and passion for the sport which would be hard to match anywhere else in the world. I have little doubt that spectators will embrace these championships and make them their own. The atmosphere is sure to be electric. Indoor athletics is pure entertainment which, when innovatively presented with light and sound, offers an intimate experience for sports fans who are separated by no more than a few feet from the athletes in competition.

Sparking off an exciting four-day programme will be an evening session on 1 March focused on the men's and women's high jump. This follows the innovation at the last edition of these championships in Portland, USA, when the first night was devoted to the pole vault. With the evening topped out by home favourite Laura Muir contesting the 3000m, Birmingham is set for an entertaining start to what I'm sure will be a wonderful celebration of the very best of indoor athletics.

**SEBASTIAN COE**

**IAAF PRESIDENT**

## MESSAGE FROM BIRMINGHAM

**On behalf of the city of Birmingham I'd like to welcome you to the first Bulletin for the IAAF World Indoor Championships.**



“Birmingham is the home of athletics in Britain and we are proud of our association with the sport.

We are delighted that the IAAF World Indoor Championships are returning to Birmingham 15 years after we first hosted them. We have such fond memories of the 2003 edition and we are proud to become only the third city to host these Championships more than once.

Some of you will have attended that edition of the Championships, and if you did, and haven't returned to the Birmingham since, then you'll notice some major changes both to the city and to the venue, Arena Birmingham, which was completely refurbished a couple of years ago.

I'm sure that next year's Championships will be just as successful as the 2003 edition and we are working hard to ensure that we have everything in place to stage a memorable and exciting event. Birmingham is the home of athletics in Britain and we are proud of our association with the sport, hosting major events indoors at Arena Birmingham and outdoors at the Alexander Stadium, along with mass participation events in and around the city and wider West Midlands region.

Many of these events are jointly organised by Birmingham City Council and British Athletics and over the years we have formed a fantastic partnership for delivering world class athletics events.

Birmingham is a diverse city with lots to see and do, and the venue for the Championships is located right in the heart of the city centre next to one of Birmingham's famous canals. If you are staying in any of our official hotels you will be able to walk to Arena Birmingham in less than ten minutes.

There are a huge number of fabulous attractions in the city centre including the Library of Birmingham, which opened in 2013 and is one of the most visited public buildings in the world. There is also the city's highly acclaimed Birmingham Museum and Art Gallery, which again is just a few minutes' walk from our official hotels.

We are very much looking forward to showing you what our city has to offer and to providing you with the warmest possible welcome – something for which Birmingham is renowned.

**COUNCILLOR IAN WARD**

**DEPUTY LEADER, BIRMINGHAM CITY COUNCIL**



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## MESSAGE FROM UK ATHLETICS

**We're now less than six months away from the IAAF World Indoor Championships coming to Birmingham.**



“In 25 years of indoor athletics in Birmingham, a total of 15 world records have been set by athletics greats such as Haile Gebrselassie and Mo Farah.

Birmingham has hosted world class athletics events for decades and is a city that truly loves the sport of athletics. The people of Birmingham always come out in force to support athletes from across the world and I'm confident that we will see packed out crowds of passionate fans across every session of the IAAF World Indoor Championships next March.

This will be one of the biggest sporting events in next year's calendar and will see more than 400 athletes from 150 countries come to The Midlands. Birmingham has a great athletics heritage having previously held the IAAF World Indoor Championships in 2003, as well as hosting the 2007 European Indoor Championships and the annual Indoor Grand Prix. In 25 years of indoor athletics in Birmingham, a total of 15 world records have been set by athletics greats such as Haile Gebrselassie and Mo Farah.

Next March we will see a new generation of heroes emerge and tickets went on sale to priority groups in May. We want everyone to be involved in this great event and with tickets starting from £5, the whole family can come and witness world class sport in the amazing surroundings of the recently refurbished Arena Birmingham.

This is a golden period for athletics in the UK, with the IAAF World Championships having taken place in London this summer. Hundreds of thousands of tickets were sold for the London Championships, which shows the appetite for athletics in this country, and we've already seen that the demand for tickets in Birmingham has been very strong. This country has a great history of hosting first-class events and the IAAF World Indoor Championships Birmingham 2018 is another opportunity to highlight our wonderful sport. We look forward to welcoming the world to Birmingham and organising an event that will showcase the world's best athletes in one of the world's best athletics cities.

**NIELS DE VOS**

**CHIEF EXECUTIVE, UK ATHLETICS**





NOVAK DJOKOVIC

BUILT FOR THE CHALLENGE

 **PROSPEX**

**SEIKO**



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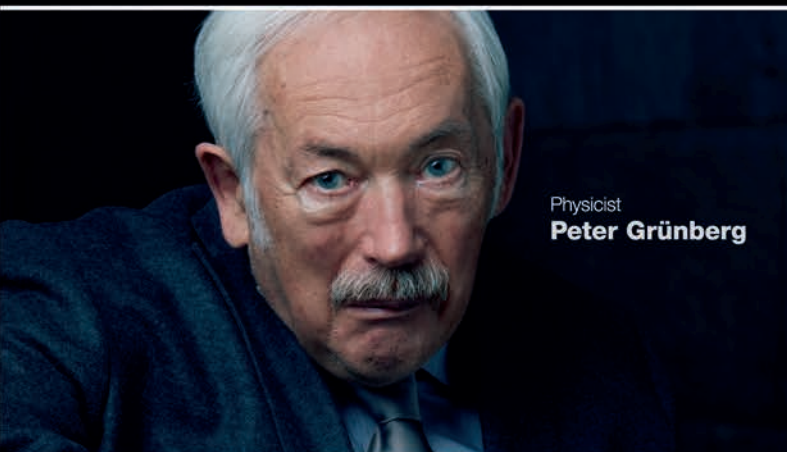
## IAAF COUNCIL

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<b>Senior Vice President</b>	Sergey Bubka (UKR)
<b>Vice Presidents</b>	Dahlan Al Hamad (QAT)
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	Nawal El Moutawakel (MAR)
	Abby Hoffman (CAN)
	Anna Riccardi (ITA)
	Pauline Davis-Thompson (BAH)
	Geoff Gardner (NFI), Oceania*
	Sylvia Barlag (NED)
	Ahmad Al Kamali (UAE)
	Frank Fredericks (NAM)
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	Zhaocai Du (CHN)
	Victor Lopez (PUR), NACAC*
	Stephanie Hightower (USA)
	Hiroshi Yokokawa (JPN)
	Antti Pihlakoski (FIN)
	Mikhail Butov (RUS)
	Adille Sumariwalla (IND)
	Nawaf Al Saud (KSA)
	Svein Arne Hansen (NOR), Europe*
	David Okeyo (KEN), Africa*
	Karim Ibrahim (MAS), Asia*

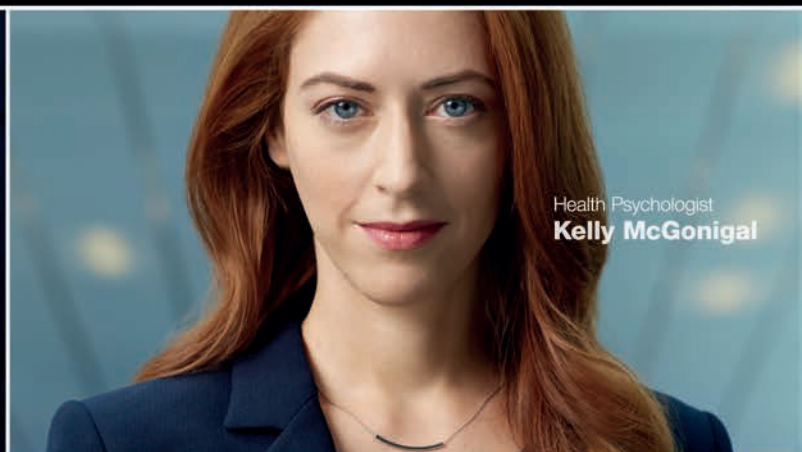
\*Area Group Representatives







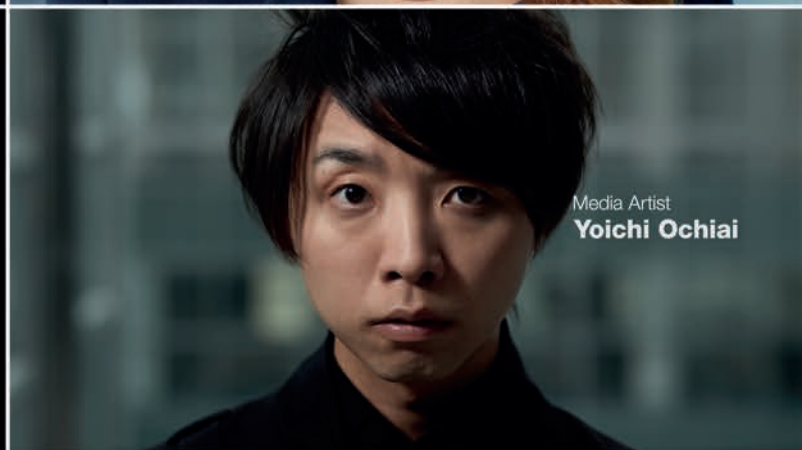
Physicist  
**Peter Grünberg**



Health Psychologist  
**Kelly McGonigal**



Pianist  
**Hiromi**



Media Artist  
**Yoichi Ochiai**

## How do you see the future?

What do you see beyond the passing of time?

What do you imagine will happen going forward, as time flows endlessly on?

You cannot create a future if you can't imagine one.

Only when there is determination to move forward will new standards be revealed.

Innovative ideas and state-of-the-art technologies can only be conceived through the freedom to imagine, the strength to hope, and the boldness to achieve.

The future is a gift from the present, and is only given to those who pursue it.

Let's aspire to a wondrous future, creating its image for all to see.

And never stop imagining how the future of our world may appear.

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# Attracting Tomorrow



## LOCAL ORGANISING COMMITTEE

<b>Championships Director</b>	Joan Durose
<b>Sport Director</b>	Terry Colton
<b>Head of Team Services</b>	Rob Logan
<b>Head of Volunteers and Workforce</b>	Tom Bowkett
<b>Head of Protocol</b>	Mark Bryne
<b>Head of Accommodation and Transportation</b>	Simon Hainsworth
<b>Head of Legacy</b>	Bev Parris
<b>Head of Finance and Admin</b>	Susan Hardy
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<b>Head of Ticketing and Commercial</b>	Ryan Murphy
<b>Head of Venue and Operations</b>	Laura Denham
<b>Digital and Social Media Manager</b>	Jordan Hughes
<b>Media Operations Manager</b>	Jayne Pearce
<b>Brand Manager</b>	Kate Baldwin
<b>Ticket Operations Manager</b>	Laura Horne
<b>CRM Manager</b>	Rachel McPeake
<b>Accreditation Manager</b>	Simone Ellis
<b>Security Manager</b>	Lee Tomkinson
<b>Venue Manager</b>	Tony Hayes
<b>Sport Presentation Manager</b>	Andy Kay
<b>Visa Manager</b>	Karen Forbes
<b>Rights Protection Manager</b>	Sarah Laythorpe
<b>Sponsorship Consultant</b>	Marc Hope
<b>Technology Manager</b>	Lee Dakin
<b>Clean Athletics Manager</b>	David Herbert
<b>Competition Director</b>	Chris Cohen
<b>Technical Director</b>	Keith Davies / Angus McKenzie
<b>Competition Administration Manager</b>	Malcolm Rogers

## EXECUTIVE STEERING GROUP

<b>Councillor Ian Ward</b>	Deputy Leader, Birmingham City Council
<b>Phil Mead</b>	NEC Group
<b>Niels De Vos</b>	UK Athletics
<b>Steve Hollingworth</b>	Birmingham City Council
<b>Councillor Randal Brew</b>	Birmingham City Council
<b>Mario Flanagan</b>	Hyatt Hotel
<b>Jonathan Grix</b>	University of Birmingham
<b>Lucy Crickmore</b>	UK Sport
<b>Sam Lawrence</b>	BGVA / Westside BID
<b>Neil Rami</b>	West Midlands Growth Company
<b>Sukvinder Kalsi</b>	Birmingham City Council

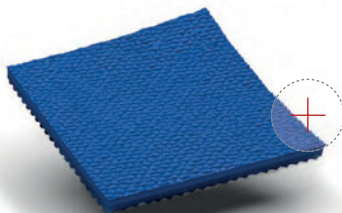


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**MONDO**

OFFICIAL IAAF SUPPLIER OF THE IAAF WORLD CHAMPIONSHIPS LONDON 2017

# INTRODUCING THE CHAMPIONSHIPS

**The IAAF World Indoor Championships will be hosted in Birmingham for the second time next March, following the successful staging of the 9th edition in 2003.**



“The high jump competitors always provide a spectacular display so what better way to start the Championships.”

**JOAN DUROSE**

**CHAMPIONSHIPS DIRECTOR**

The 2016 Championships were held in Portland over four days and, following approval from the IAAF Council, the 2018 Local Organising Committee has decided to follow suit and has already confirmed that three finals will be held in the opening session on Thursday 1 March. There will be a special focus on the high jump with both the men's and women's competitions taking place and the women's 3000m final has also been added to Thursday's schedule.

Championships Director, Joan Durose, the former Head of Events for Birmingham City Council, explains the thinking behind putting the high jump firmly in the spotlight: “The high jump competitors always provide a spectacular display, so what better way to start the Championships? It is also an event where Britain will hopefully challenge for medals and both the men's and women's contests often produce fierce contests, so it will be an exciting way to open the Championships. The women's 3000m will no doubt provide a thrilling finale to the opening night's action.”

The Championships will be held at Arena Birmingham, which was previously known as the National Indoor Arena and is the venue which played host to the same Championships 14 years ago. It has in fact staged indoor athletics for 25 years, with the Birmingham Indoor Grand Prix being a regular fixture. The arena has changed considerably since 2003, as Joan explains: “Just a couple of years ago the arena underwent a £26 million revamp and improvements were made to the athlete and spectator experience. With a new glass façade the arena has a very different look but the spectators generate the same great atmosphere that we've always witnessed.”





**ISOBEL POOLEY**

The IAAF World Indoor Championships Birmingham 2018 will be jointly organised by Birmingham City Council and British Athletics, two organisations who are very used to working together, both on major championships like the 2003 edition of the Championships, the European Athletics Indoor Championships in 2007 and the IAAF World Half Marathon Championships in 2009, and also on major televised events such as the Birmingham Indoor Grand Prix, the British Athletics Team Trials and the Birmingham Grand Prix, the last two of which are held at the city's Alexander Stadium. With such strong links to the sport it is easy to see why Birmingham is frequently referred to as the home of athletics in Britain.

It has been a busy few months for the organising team as the official website was launched in April and tickets went on sale to priority groups including loyal athletics fans, clubs, member federations and partners in May. With the staging of the IAAF World Indoor Championships in London in August, Birmingham's Local Organising Committee has taken full advantage of athletics being in the sporting spotlight over the summer.

But it isn't just the venue which has been given a makeover as the track at the arena has seen some changes too, with a complete new infield having been fitted at the venue earlier in the year to ensure that the track is in the best possible condition ahead of the IAAF World Indoor Championships.



# On your MARKS

CELEBRATING ATHLETES AROUND THE WORLD



# THE VENUE

**Situated in the heart of the UK, Arena Birmingham is one of the busiest, large-scale indoor sporting and entertainment venues in the world.**

Opened on 4 October 1991 by Linford Christie OBE, who later became Olympic gold medallist and world 100m champion, the multi-purpose venue then known as the National Indoor Arena, now re-named Arena Birmingham, was conceived as the premier destination for indoor sporting events in the UK. It has gone on to host more world championships than any other arena in Europe, and more than 30 different sports events, including the Indoor Grand Prix and the IAAF World Indoor Championships 2003.



The venue also welcomes a wide variety of music, comedy, theatre and family entertainment events, with the recent £26 million redevelopment considerably improving the athlete, artist and fan experience. It now boasts an additional 6000m<sup>2</sup> of pre/post show space, a variety of food and drink options, stateoftheart seating and a refurbished backstage area, all of which ensures the venue continues to provide a best-in-class customer experience.



## LOCATION MAP



### ARENA BIRMINGHAM

Arena Birmingham is located in the heart of the city centre and is surrounded by bars, restaurants, visitor attractions and a variety of excellent hotels. In fact all of the official hotels for the IAAF World Indoor Championships are located just a few minutes' walk from the official venue and there is easy access for spectators with over 2,000 car park spaces on site. The city's three main stations are also walking distance from the arena.



# TIMETABLE AND TICKETING

The IAAF World Indoor Championships Birmingham 2018 will have six sessions – one on Thursday 1 March, two on Friday 2 March, two on Saturday 3 March and one final session on Sunday 4 March.

The price of tickets varies across these sessions, with three categories of ticket (pink, green and blue) offering great choice as well as great value. Every single session has concession tickets available.

All concession tickets (for children aged 2 to 16, students and for people over 65) are just £5 and a family of four (with two adults and two children) can go to some sessions for just £50.00.

The Championships will have a thrilling start, with three straight finals on Thursday night, as the women's 3000m has been added to the schedule alongside both the men's and women's high jump. Five out of the six sessions feature finals, whilst Friday morning includes three events for the heptathlon and three for the pentathlon.

Friday evening will see the conclusion of the pentathlon, men's long jump final and women's 60m final. Saturday morning's finals include the women's triple jump and men's shot put, whilst the evening features nine finals, including the men's 60m final and the women's 1500m final.

The Championships will come to a spectacular close on the Sunday afternoon with eight more finals taking place in three hours of non-stop action, starting with the men's pole vault and culminating in the 4x400m relays.

Tickets went on sale to priority groups on 26 May and 8,000 were sold on the first day. Tickets went on general sale on 21 August and four of the six sessions sold out of all the tickets that had so far been made available within a few hours.



SEATING AREA	THURSDAY PM	FRIDAY AM	FRIDAY PM	SATURDAY AM	SATURDAY PM	SUNDAY PM
PINK	£35	£35	£50	£35	£55	£55
GREEN	£25	£25	£40	£25	£40	£40
BLUE • ADULT	£20	£20	£25	£20	£25	£25
BLUE • CONCESSION	£5	£5	£5	£5	£5	£5

IAAF World Indoor Championships™  
**BIRMINGHAM 2018**  
**1–4 MARCH**

**DAY 1 THURSDAY 1 MARCH • EVENING SESSION**

18:00	Official Opening		
18:45	High Jump	M	F
18:45	High Jump	W	F
20:15	3000m	W	F

**DAY 2 FRIDAY 2 MARCH • MORNING SESSION**

10:00	60m Heptathlon	M	
10:18	60m Hurdles Pentathlon	W	
10:35	60m	W	R1
10:40	Long Jump Heptathlon	M	
11:20	400m	M	R1
11:55	High Jump Pentathlon	W	
12:00	Shot Put Heptathlon	M	
12:10	400m	W	R1
12:50	3000m	M	R1
13:15	Shot Put Pentathlon	W	

**DAY 2 FRIDAY 2 MARCH • EVENING SESSION**

18:00	Long Jump Pentathlon	W	
18:05	60m Hurdles	W	R1
18:50	60m	W	SF
19:13	800m	M	R1
19:35	Long Jump	M	F
19:45	High Jump Heptathlon	M	
19:48	1500m	W	R1
20:10	Shot Put	W	F
20:17	800m Pentathlon	W	F
20:32	400m	W	SF
21:06	400m	M	SF
21:38	60m	W	F

**DAY 3 SATURDAY 3 MARCH • MORNING SESSION**

10:00	60m Hurdles Heptathlon	M	
10:15	60m	M	R1
11:00	Triple Jump	W	F
11:05	Pole Vault Heptathlon	M	
11:15	1500m	M	R1
11:45	Shot Put	M	F
11:50	800m	W	R1
12:31	4 x 400m Relay	M	R1
13:05	4 x 400m Relay	W	R1

**DAY 3 SATURDAY 3 MARCH • EVENING SESSION**

18:00	Pole Vault	W	F
18:05	60m Hurdles	W	SF
18:30	60m Hurdles	M	R1
19:08	Triple Jump	M	F
19:11	60m	M	SF
19:35	800m	M	F
19:50	1000m Heptathlon	M	F
20:05	400m	W	F
20:20	400m	M	F
20:39	1500m	W	F
20:55	60m Hurdles	W	F
21:09	60m	M	F

**DAY 4 SUNDAY 4 MARCH**

15:00	Pole Vault	M	F
15:05	60m Hurdles	M	SF
15:27	Long Jump	W	F
15:35	3000m	M	F
15:58	800m	W	F
16:12	1500m	M	F
16:30	4 x 400m Relay	W	F
17:00	60m Hurdles	M	F
17:25	4 x 400m Relay	M	F

All sessions and timings are correct as of June 2017 but are subject to change at any time. All times are GMT.



# ENTRY STANDARDS

The qualification standards for the IAAF World Indoor Championships Birmingham 2018 were published by the IAAF in May.

Once again, the qualification system will combine a set of entry standards and invitations based on performance lists.

The field events (high jump, pole vault, long jump, triple jump and shot put) will all be held as straight finals. 12 athletes will start in the vertical jumps and 16 in the horizontal jumps and shot put. Entries will be determined by a combination of entry standard and ranking.

The Friday morning session includes three events from the heptathlon and three from the pentathlon. 12 athletes will compete in the heptathlon and pentathlon. The start list for

each will be composed of the winner of the 2017 Combined Events Challenge, the five best athletes from the 2017 Outdoor Lists, the five best athletes from the 2018 Indoor Lists and one athlete invited at the discretion of the IAAF.

For the relays, there is no entry standard, and each Member Federation will be able to enter up to six athletes in each team.

The qualification period for all disciplines except the combined events began on 1 January 2017 and will run through until midnight (Monaco time) on 19 February 2018.

The IAAF World Indoor Championships Birmingham 2018 qualification standards and further information can be viewed on the IAAF's website.

WOMEN		EVENT	MEN	
INDOOR	OUTDOOR		INDOOR	OUTDOOR
7.30 (100m)	11.15	60m	6.63	10.10 (100m)
53.15	51.10	400m	46.70	45.00
2:02.00	1:58.00	800m	1:46.50	1:44.00
4:11.00/4:28.50 (Mile)	11:05	1500m	3:39.50 / 3:55.00 (Mile)	3:33.00
8:50.00	11:15	3000m	7:52.00	7:40.00/13:10.00 (5000m)
8.14	12.80 (100mH)	60m Hurdles	7.70	13.40 (110mH)
No standard		4 x 400m Relay	No standard	
1.97m		High Jump	2.33m	
4.71m		Pole Vault	5.78m	
6.76m		Long Jump	8.19m	
14.30m		Triple Jump	17.05m	
18.20m		Shot Put	20.80m	

Approved April 2017 / Amended May 2017

# VISAS AND KEY INFORMATION

**The United Kingdom has strict regulations about who needs a visa to enter. If you are a citizen of a country that requires a UK visa (a visa national) you will NOT be allowed to enter the UK without one.**

All team members requiring a visa will need to apply online for a Standard Visitor visa and to attend an appointment at a Visa Application Centre (VAC) in person to have biometric information (fingerprints and photograph) taken. Please note that not every country has a Visa Application Centre and it may be necessary to travel to a neighbouring country.

The LOC is working closely with UK Visas & Immigration (UKVI) to ensure that Visa Decision Making Centres are fully informed about the

IAAF World Indoor Championships 2018 and the visa applications they can expect to receive. All applications will be subject to the UK's Immigration Rules which are available at [www.gov.uk/guidance/immigration-rules/immigration-rules-index](http://www.gov.uk/guidance/immigration-rules/immigration-rules-index).

Visa nationals and non-visa nationals can enter the UK as visitors for the purpose of taking part in sporting events, including as participants, officials, team support staff, accredited media and VIPs, as permitted by the visitor rules.



You can find UK Immigration visitor rules at [www.gov.uk/guidance/immigration-rules/immigration-rules-appendix-v-visitor-rules](http://www.gov.uk/guidance/immigration-rules/immigration-rules-appendix-v-visitor-rules).



## WHO NEEDS A VISA?

Citizens of the countries listed below are visa nationals and require a visa to enter the UK. Those marked with a \* do not currently have a VAC and those marked with a \*\* will need to go online and download a form. Please note that the location of VACs is subject to change and applicants should check the latest information at [www.gov.uk/find-a-visa-application-centre](http://www.gov.uk/find-a-visa-application-centre)

Afghanistan*	Dominican Republic	Laos	Senegal
Albania	Ecuador	Lebanon	Serbia
Algeria	Egypt	Lesotho*	Sierra Leone
Angola	Equatorial Guinea*	Liberia*	Somalia*
Armenia	Eritrea*	Libya*	South Africa
Azerbaijan	Ethiopia	FYR of Macedonia	South Sudan*
Bahrain	Fiji	Madagascar	Sri Lanka
Bangladesh	Gabon*	Malawi	Sudan
Belarus	Gambia	Mali*	Suriname*
Benin*	Georgia	Mauritania*	Swaziland*
Bhutan*	Ghana	Moldova	Syria*
Bolivia	Guinea*	Mongolia	Taiwan
Bosnia Herzegovina	Guinea Bissau*	Montenegro	Tajikistan
Burkina Faso*	Guyana	Morocco	Tanzania
Burma	Haiti*	Mozambique	Thailand
Burundi*	India	Nepal	Togo*
Cambodia	Indonesia	Niger*	Tunisia
Cameroon	Iran	Nigeria	Turkey
Cape Verde*	Iraq	Oman	Turkmenistan
Central African Republic*	Ivory Coast	Pakistan	Uganda
Chad*	Jamaica	Palestine	Ukraine
People's Republic of China	Jordan	Peru	United Arab Emirates
Colombia	Kazakhstan	Philippines	Uzbekistan
Comoros*	Kenya	Qatar	Venezuela
Congo*	DPR of Korea**	Russia	Vietnam
Cuba	Kosovo	Rwanda	Yemen*
DR Congo	Kuwait	Sao Tome e Principe*	Zambia
Djibouti*	Kyrgyzstan	Saudi Arabia	Zimbabwe

### When should I apply for a visa?

You can apply for a Standard Visitor visa a maximum of three months prior to your date of travel.

UKVI's standard service for Visit visas is 15 working days to decision, from providing biometrics at the VAC. Note that your passport is retained during this time. You can check current visa processing times in your country at [www.gov.uk/visa-processing-times](http://www.gov.uk/visa-processing-times).

This 15 working day turnaround time cannot be guaranteed and is dependent on meeting the requirements of the UK's Immigration Rules. Failure to complete the application form correctly or to provide all the required supporting documents may result in your application being delayed or refused.

### Birmingham International Airport

The official airport for the IAAF World Indoor Championships is Birmingham International Airport. Transfers to and from the official hotels will be provided for all teams, VIPs and official event personnel from this airport.

### Weather in Birmingham

The average daily temperature in Birmingham in March is 7°C, with an average high of 10°C and an average low of 3°C. The average rainfall for the month is 57.7mm and the average daily humidity is 84%.

# SUPERGRAPHIC CELEBRATES BIRMINGHAM'S ICONIC LANDMARK

**The Local Organising Committee are using the opportunity that comes with hosting a major sporting event such as the IAAF World Indoor Championships to profile the city and celebrate some of Birmingham's best known landmarks.**

The official logo was unveiled last year and features the silhouette of a high jumper soaring over a cityscape of some of Birmingham's internationally recognisable buildings, including the Rotunda, Selfridges and the Library of Birmingham. But the event's 'Supergraphic' celebrates a different city landmark – Gravelly Hill Interchange, or Spaghetti Junction as it's more affectionately known, which connects both residents and visitors to the heart of the UK.

The 'Supergraphic', designed by Birmingham City Council's corporate design team, is an aerial representation of what is one of the largest and

most complex interchanges in Europe. It has been specially designed to capture the movement and undulating nature of the road network and it also represents the sporting journey that athletes will need to take to achieve success, a journey that is often complicated with highs and lows and many twists and turns.

The 'Supergraphic' uses the event's vibrant colour scheme and is already being used widely across promotional materials for the Championships, including this publication, the official website and the social media graphics that are frequently shared.



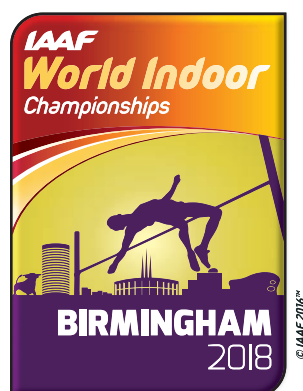
## EVENT LOGO

### Design concept of the event logo

Birmingham has a proven track record and pedigree in staging major championships having previously hosted the IAAF World Indoor Championships in 2003, the European Indoor Championships in 2007 as well as the IAAF Indoor Grand Prix for many years. Birmingham is also the home of the National Governing Body for athletics in the UK.

Within the IAAF World Indoor Championships Birmingham 2018 event logo there are five iconic landmarks highlighting the sporting, cultural and industrial nature of the city.

The identity also contains the silhouette of a single athlete – in this Championships case a high jumper. IMPORTANT: The individual elements within the logo must not be altered or used individually.



Bullring bull



Rotunda



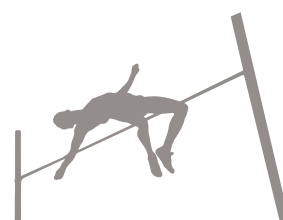
Arena Birmingham



Selfridges



Library of Birmingham



High jumper

To ensure that the IAAF World Indoor Championships Birmingham 2018 achieves value through consistent visual recognition, all parties must adhere to the guidelines associated with these marks. Each team must therefore provide the LOC with drafts of all digital and printed materials featuring these marks to be approved prior to production/final printing. For all enquiries please contact [kbaldwin@britishathletics.org.uk](mailto:kbaldwin@britishathletics.org.uk)

# INTRODUCING RUBY

**Ruby the Red Panda, the official mascot for the IAAF World Indoor Championships, was unveiled at the end of June and since then has been spotted at several events.**

Ruby made her first ever appearance at the Birmingham Wildlife Conservation Park, which is just a few miles from Arena Birmingham. The park was chosen as the ideal setting for Ruby's unveiling as it is home to three red pandas, two adults Mo and Amba and their daughter Mambo. The Birmingham Wildlife Conservation Park breeds and protects the red pandas and has done since 2005.

Championships Director for the IAAF World Indoor Championships, Joan Durose, explained why a red panda had been selected as the official mascot: "By having a red panda as our mascot we hope to increase the profile of these beautiful animals and help raise awareness of the fabulous work that Birmingham's very own Wildlife Conservation Park does to help protect them."

Ruby gets her name from the gemstone, because of her sparkling personality and as a nod to the city's famous Jewellery Quarter, as the Local Organising Committee are keen to use Birmingham's hosting of the IAAF World Indoor Championships as an opportunity to highlight some of the exciting visitor attractions that the city has to offer.





# FLASHBACK TO 2003

**In 2018 Birmingham will become the third city to host the IAAF World Indoor Championships twice, following on from Paris, which held the inaugural event in 1985 and 1997, and Budapest which staged the Championships in 1989 and 2004.**

The first time the event was held in Birmingham – and the only previous time it has been held in the UK – was in 2003.

Nearly 600 athletes from 133 countries competed, and the medal table was topped by the USA with 15 medals, eight of them gold.

It was an excellent championship for the British team, which finished fourth in the medals table thanks to a medal haul of two golds, three silvers and two bronze.

Ashia Hansen, who lived and trained in Birmingham, gave the home crowd plenty to cheer about as she won a thrilling triple jump competition. Her fifth round leap of 15.01m wrested the lead from Cameroon's Francoise Mbango Etone, who went on to win Olympic gold in 2004 and 2008, and she held on to win a memorable gold medal.

One of the other big stories of the event came courtesy of hometown hero Daniel Caines. The Birmingham native, defending the 400m title he had won two years earlier, won silver, one place ahead of British teammate Jamie Baulch, the 1999 winner, before following up with another silver medal as part of the British relay team.

Marlon Devonish, from Coventry – just down the road from Birmingham – provided another unforgettable moment as he won a second gold medal for the home team in the 200m.

Devonish, who went on to win Olympic gold a year later as part of Britain's 4x100m relay team, has fond memories of the 2003 Championships and believes Birmingham will stage another successful IAAF World Indoor Championships in 2018.



ASHIA HANSEN

## **Birmingham has long been considered the home of British athletics, having staged a huge array of event in recent years. Arena Birmingham has been home to the Indoor Grand Prix for 25 years**

Devonish said: “The crowd that day were amazing and I’m sure that fantastic atmosphere will be replicated next March, when the IAAF World Indoor Championships return to the city.

“Winning a medal in a major championships, in front of a home crowd, is every athlete’s dream and I’m sure there will be plenty of British athletes hoping to achieve that dream next March.”

Further success for the host country in 2003 came from British athletics legends Kelly Holmes, who placed second in the 800m, and 60m bronze medallist Jason Gardener.

A number of other athletes also proved their indoor credentials in Birmingham in 2003. Both the men’s and women’s 3000m were won by Ethiopians, with Haile Gebrselassie and Berhane Adere taking the gold with dominant performances.

The Championships came to a spectacular close with a world record in the women’s pole vault during the final session. Svetlana Feofanova cleared 4.80m to overcome her compatriot Yelena Isinbayeva and finish the three days of action with a bang.



“Winning a medal in a major championships, in front of a home crowd, is every athlete’s dream and I’m sure there will be plenty of British athletes hoping to achieve that dream next March.

**MARLON DEVONISH**



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