

***HSBC FEI World Cup™ Eventing 2009: Advertising Principles***

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**Advertising Principles**

The exact location, size and lay-out of the advertising will be determined jointly by the Organizer and the FEI along the following principles:

1. Advertising shall not affect the quality of coverage or interfere with a complete and aesthetically satisfying view of the competitions for the Television audience.
2. Advertising shall not distract the television audience from the action of the Events.
3. Advertising must comply with the laws and rules of the country where the sports event is staged. Even if otherwise permitted by such laws and rules, there shall be no advertising for strong alcoholic beverages (i.e. more than 15% alcohol) or for cigarettes and other tobacco products.
4. Advertising shall not be positioned between the camera and the action on screen and its placing shall be decided in agreement between the Organizer and the HB. Furthermore, the advertising shall not move, rotate or change in any way which may be viewed on television, being understood that this shall not apply to technical equipment designed to inform on the progress of the competitions or any necessary facilities at the venue.
5. Advertising shall not be luminous or fluorescent. Advertising on mobile supports such as banners or pennants shall be prohibited.
6. Each advertisement may consist of a maximum of three of the following four items:
  - a company name
  - a trademark
  - a single noun describing a product or service
  - a simple visual image depicting a product or service
7. Advertising slogans shall not be permitted, unless they are registered trademarks.
8. Advertising on the clothing and equipment of persons under the control of or accredited by the FEI shall be permitted only in accordance with the provisions of the current FEI Advertising Rules and Regulations. Any amendments to these Advertising Rules shall be agreed in writing between the Organizer and the FEI.
9. No advertising shall be made in sound during the live television transmission of the Event.
10. The Organizer undertakes to provide the FEI not later than 30 (thirty) days before each Event, with a complete list of all the advertisements, including their exact location, size and wording, which will or could appear in the normal range of the cameras in the course of the competitions. No change may be made to such list without the express consent of the FEI.

**On Screen Identifications:**

The Organizer undertakes not to permit any injection into the broadcast signal of the Event, other than that agreed for the official timing and data processing companies as detailed hereunder:

1. On-screen identifications will be authorized only for companies whose principal activity is related to the provision of the equipment used (hardware) and/or the service (software) (each a "**Company**", together the "**Companies**"). The identification shall be in the form as described in this document.
2. No advertising or sponsorship message other than for the Companies, on terms and conditions detailed herein, may be transmitted at the same time as the appearance on-screen of timing and /or data processing information.
3. The FEI shall have full access to, and be entitled to make free use of, all timing and data information.
4. Moment of injection/display;

(i) Timing

The identification of the Company providing the timing service shall appear on-screen only at the same moment as the competitor's time at the finish and/or any other usually accepted moment (e.g. intermediate time).

The identification of the timing company on the television screen (signal injection) shall last for a maximum of 4 (four) second per identification and can be shown no more than 10 (ten) times per day.

(ii) The identification of the Company providing computing and results service shall appear on-screen only with the display of the data provided by such Company.

The identification of the data processing company on the television screen (signal injection) shall last for a maximum of 6 (six) seconds per identification and can be shown no more than 8 (eight) times per day.

5. Size and positions of identifications

The height of letters of the identification of the Companies must not exceed the maximum height of the simultaneous broadcast display of data. The display of any Company's logo shall be subject to the FEI's prior written approval and shall be reproduced only with the Company's normal letter and colours.

Identification of the Company's logo on-screen shall be via a static graphic. Notwithstanding this, it shall be permitted for such Company's logo to appear and disappear onscreen by zooming "in" and "out". No other movement of the logo, in particular any movement across the screen, shall be permitted.

The maximum number of television lines for the identification of any Company shall be fixed at 12 in 625 lines standard. The Company's identification shall always appear at the bottom in the centre of the screen and below that of the data display.

6. Wording of identifications

The Company shall be identified by its usual trading name and, if requested by the Company, together with the word "timing" for Companies providing timing services or the word "computer" or "data" for Companies providing data processing services.