

## **FIS accreditation guidelines**

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<p>The International Ski Federation (FIS) was founded to support and develop the sport of skiing 100 years ago. Since then skiing has grown in importance and has become more popular. Nowadays ski companies, athletes and family members, but also fan clubs, national ski associations, sponsors and local organizers get involved for a sporting event. The aim of this project-based thesis was to create guidelines and make the FIS accreditation system as user-friendly as possible.</p> <p>For the groups (servicemen, trainers, doctors, other team staff members, sponsors, VIP guests, TV and radio personal, photographers and journalists) who continuously move along with the FIS World Cups also known as “white circus”, it is important that processes are facilitated as much as possible. Therefore these persons do not have to buy tickets, because they are not spectators –but instead work in the events. A system needs to be put in place so the people involved can easily move from one place to another and move freely in between venues. This is being done with accreditation. In practice the accreditation system will be an online process and designed for these special groups.</p> <p>The method for the project was mainly empirical, because theories and models were not available. The theoretical part is based on sport literature and field experiences collected from the season 2009/2010. Accreditation in this project is for three different groups; namely the federations (FIS), the event organizers and the users (team staff, media, officials) and each of these groups has different requirements, needs and reasons to have accreditation.</p> <p>The project proves the accreditation was based on this need to limit access for persons at the events areas and give some privileges to those who really need it. The accreditation has always also a purpose, which is to identify people and their roles, but it also allows a particular person access to perform his or her tasks. Because the field of sport has developed so much in recent years, mass events now require professional and security personal who control the crowds and help people working with events.</p> <p>The project was successful with 100% reliability. It proved the importance of the accreditation system which has to be easy and clear. As an example guidelines and the internet and the system needs to be done as an online process, which make it a business and brings expenses. This will be seen in future as a big part of accreditation and its development.</p>	
<p><b>Key words</b> Accreditation, International Ski Federation, FIS, Sport event,</p>	

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# 1 Introduction

The International Ski Federation (FIS) was founded to support and develop the sport of skiing 100 years ago. Since then skiing has grown in importance and has become more popular. Nowadays ski companies, athletes and family members, but also fan clubs, national ski associations, sponsors and local organizers get involved for a sporting event.

FIS organizes World Cups in all its six Olympic disciplines. The World Cup tours, known as “white circus” had over 2,000,000 spectators on site in the season 2009/2010. The most attractive of the six disciplines was ski jumping, ahead of cross-country and alpine skiing, followed by snowboard, freestyle and nordic combined. Some of the events in these six disciplines attract a large number of spectators with the “white circus” being one of the biggest events in world.

During the 1900 century sport started to become entertainment. With the emergence of TV in 1950s things started to change rapidly and the number of popularity sport events has continued to increase ever since. The large scale events like World Championships and Olympic Games require an atmosphere that would not be possible without spectators on site. These spectators create an atmosphere and figure - which make the whole experience of a sports event unique and memorable more and more people on site.

Athletes are not the only moving along with the circus- additionally there are servicemen, trainers, doctors, other team staff members, sponsors, VIP guests, TV and radio personal, photographers and journalists. For these groups (except athletes) who continuously move along with the white circus it is important that processes are facilitated as much as possible. Therefore these persons do not have to buy tickets, because they are not spectators –but instead work in the events. A system needs to be put in place so the people involved can easily move from one place to another and move freely in designated area. This is being done with accreditation.

It was only at the 43<sup>rd</sup> Ski Congress 2002 in Melbourne, when the FIS Council decided to create the FIS season accreditation. A system was needed to help people who are with the World Cup Circuit all the season. The idea included having these people use the same card all season and in all disciplines instead of having they apply for local accreditation for each event separately.

FIS season accreditation has now existed for three seasons, starting in the season 2005/2006. At the beginning, it was quite difficult and there were some problems with the system that has since been improved. Since its inception FIS has learnt and developed the system actively. In the 2009/2010 season the FIS took another step forward by making the FIS season accreditation partly available online. The 2010/2011 season it is planned to introduce a complete online process and to continue developing the system and make it more effective and easy to use.

## **1.1 Goals and key terms**

When the season 2009/2010 started the accreditation was very unclear system. It was hard to understand, hard to find information of accreditation and difficult to find a place where application could be done. The goal became clear: develop accreditation, make it better. The project started by field experiences and lead to a product that makes accreditation better: the guidebook.

The key terms in the project are accreditation, World Cup, accreditation matrix, guidelines, entrance areas, International Ski Federation and World Cup season. The important group with regard to events is the athletes. However, they are not included in this project as they do not need an accreditation. Instead it is important that they can move freely in all areas.

Finding the theoretical part for this project was very demanding and difficult, because there are no earlier studies of accreditation. Many different International Sports Federations have their own accreditation rules or guidelines that have been helpful, but the difference between FIS and other federations is that FIS has six different disciplines and each of these has its own World Cup Tour.

## **1.2 The project study**

The project methods for sports are not easy to find or define. Even though the field of sport for studies is large, but academic interest in sports has just started to grow. When thinking about sport one needs to be aware that is not just a result, entertainment or big business – but instead sport has economic, social, political and cultural significance. That is why studies in sport can be defined as the “systematic process of discovery and advancement of human knowledge” (Gratton & Jones 2010, 2-5).

Each study, project or research has a style how it is done. This thesis is set out as a project study, which means it has no database where information has been collected or certain methods how information is collected. The base knowledge and the idea for the project substantiated during the author`s internship by the FIS in the season 2009/2010.

This thesis could be called project study, case study or functional study. It could also be called exploratory study, because there is little prior knowledge and it tries to achieve familiarity with appropriate concepts and looks for patterns. (Gratton & Jones 2010, 6-7.)

In the case study the emphasis is placed on exploration and description. The case study is an individual case about particular participants that cannot be universal, generalizable truth (Wikipedia 2010a). The goal of the case study is identified as offering new variables and questions for further projects (Colorado State University 2010).

It can therefore be seen as a project, meaning it can be defined in the same way. According to Hammarsley & Comm (2000, 2-3) the case study is trying to produce intensive and detailed information of a particular case. The Finnish writers Eskola & Suoranta (1998, 65-66) state that a case study is always a part of a qualitative study.

Functional studies can be guidelines, rules and regulations, booklets or congress organization. In other words something that is different to a normal thesis. The functional study is dependent on the way of production such as a book, cd, dvd, internet pages. A functional study is for a particular group, which makes it is easy to identify and have a personal image. (Vilkka & Airaksinen 2003, 9, 51.)

The study types of this thesis were; case and functional study. In this specific case, the project was the accreditation guidelines. This study cannot be generalized as; it is made only for one single use and there is no statistical background on which the project or results could be based on. There was a particular target group and need for the creation of the guidelines.

### **1.3 Restrictions and literature**

The guidelines were written for the accreditation system users and persons who are working with accreditation in International Ski Federation in winter sports. The guidelines are made for to provide the accreditation that is valid for season – it is not for a single sport event.

The method for the project was mainly empirical, because theories and models were not available. The theoretical part is based on sport literature and field experiences. The sport literature was found in the Finnish Sport library in Helsinki and Haaga-Helia university library in Vierumäki. Field experience was gained in the season 2009/2010.

The best and most helpful material for writing the guidelines has been the information on the IOC (International Olympic committee) accreditation system and entries at the Olympic Games, IBU (International Biathlon Union) accreditation rules and accreditation material from UEFA and IAAF web pages.



## 2 What is accreditation?

The concept of accreditation is wide and open, but in this thesis it means:

*A privileged card that gives a right for entrance to World Cup events for particular areas and for particular person/persons.*

The accreditation is not to anybody who applies for it as; the number of admitted accreditations is limited and the idea of accreditation is to make the job for people involved in the event organization easier and facilitate the movement within designated areas for particular groups or individuals.

Wikipedia defines accreditation as “a process in which certification of competency, authority, or credibility is presented.” (Wikipedia 2010b.)

Accreditation has always a purpose, which is to identify people and their roles, but it also allows a particular person access to perform his or her tasks. Accreditation guarantees that appropriately qualified and eligible persons are entitled to participate in or perform their tasks in World Cup events. This way accreditation limits participants’ access to areas and guarantees that areas are safe (IOC 2009, 11-12). It is also important to remember that accreditation is not a free ticket – but instead of a valid accreditation card guarantees the holder access rights and other privileges that are needed. (VANOC 2010.)

The World Cup concept exists in many sports and in this thesis it includes the professional competitions on the highest level in Alpine skiing, Cross-Country skiing, Ski Jumping, Nordic combined, Freestyle skiing and Snowboard. Each World Cup season includes 15-25 events. Event in this case means World Cup weekend with 1-3 competitions. The FIS World Cup tours are often called as White Circus, because they take place in winter. The White Circus is one of the biggest World Cup Tours having 2,000,000 visitors on site in the season 2009/2010 (FIS Newsflash 2010).

Briefly said, an accreditation card is an essential working tool to manage a large number or mass of people that are participating and working at a venue. The accreditation card includes information on both sides and gives information about the person, as well as his or her tasks/roles and privileges. (VANOC 2010.)

## 2.1 Development of Sport Events

A sport event can be defined as a product, whose consumers are individuals or companies. There are many kinds of sport events, ranging from small to large, unplanned to specifically organized, international to local, one-time to recurring. Regardless, they are always entertainment. The things that often distinguish major events from minor ones are business and bidding. The FIS World Cup competitions are large scale sport events, meaning they include business with sponsors and the local organizer needs to bid for an event. (Masterman 2004, 14-17.)

In major events, event owners are not normally the organizers of the event. The same holds true for the FIS World Cup Tour, in which the owner of the World Cup is FIS but the event organizers are local organizing committees. The local organizing committee often consists of a regional institution and/or a sport club, national Federation and/or city. The committee bids FIS for permission to organize the event. If the permission to run one event is received, there is always a contract between the local organizer and FIS that defines the rights and obligations for both parties. (Masterman 2004, 39-42.)

Each major sport event needs to have an accreditation process. In recent years, the field of sport has developed so much that mass events now require professional and security personal who control the crowds and help people working with events. This is also important because political figures often like to attend certain sport events; one example being Prime Minister Gordon Brown who attended the Rugby World Cup final 2007. Sport has an impact on politics as important rules and regulations concerning sport are often put in place on a national level. The UK for example established the Sports Council 1972. (Girninov 2008, 46-52.)

The mass events have had a great impact on Federations in general leading them to become better structured and organized as well as more effective. The Federations in most parts have a clear decision making process and know what to do and how to do it. This has led to the development of key concepts like the system of accreditation supporting the planning and organization of sport events.

There are three different types of changes that have a negative or positive impact on the development of sports:

- Individual-based changes: networking and staff knowledge and skill development are considered positive thing while burnouts are negative.
- Infrastructure-based changes: equipment and facilities have developed and had positive effects compared to the displacement of low-income individuals which is seen as a negative impact.
- Policy/planning based changes: among the positive changes are the creations of policies by governments while governments´ short attention span is considered negative. (Girninov 2008, 147-159.)

## 2.2 Accreditation in Sport Events

One of the things that has changed sport to a great extend is the internet and world-wide web. Meanwhile each Federation has its own web pages and internet has become one of the most important key concepts for a Federations. Internet has become more widely used and an essential tool in the sport business. The accreditation process has also moved to become an online process and many international Federations have bought/developed a special program for accreditation like UEFA with F.A.M.E and IBU with Plaras (UEFA 2010, IBU 2009). The internet clearly provides many opportunities including cost and time savings as well as reduced administrative efforts and human resources. The importance of the internet is shown in the following table 1.

Table 1. Sport Fans as Internet users (Westerbeek & Smith, 2003)

	Internet User	Sports Fan
<b>Sex – Male</b>	70 %	64 %
<b>Sex – Female</b>	30 %	36 %
<b>Average age</b>	32.7 years	34 years
<b>Median Income</b>	US\$50,000-60,000	US\$50,000+

In this thesis persons are not directly sport fans, but can be grouped as such as they are working in sports. As servicemen, FIS Officials, etc, they usually are real sport fans.

(Westerbeek&Smith 2003, 153-158.)

The term venue means the event area, which is divided into different parts with each part having its own number/color. By numbering/coloring the different parts, each accreditation card can have only the numbers/colors that are necessary for a particular person. Below is an example of a venue map showing the different zones of the event area.

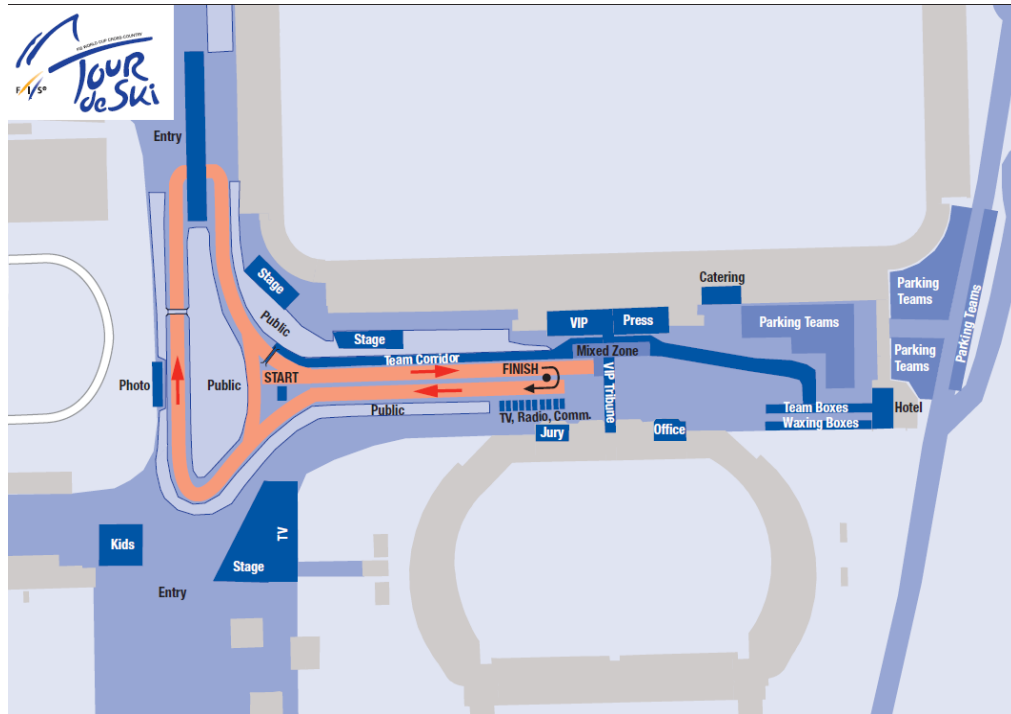


Figure 1. Venue (FIS 2009)

As figure 1 shows, there are three different zones marked with different shades of blue. These zones are for different groups (f.ex. media, athletes and spectators) that have different access rights. For example access to the dark blue area in figure 1 is limited and only accredited persons can circulate within these dark blue areas.

The accreditation card contains a large amount of information including the name, role, photo and color coding and numbers concerning the venues and zones, individual code and event sponsors. Many different sizes of accreditation cards are being used but a format and size is common and as figure 2 below shows.



Figure 2. Accreditation card (VANOC 2010)

The reason for different groups and the reason for creating accreditation are the relationships between the different groups. The event needs stars, which are the athletes and they need their servicemen, trainers and doctors. The federations and organizations need the sponsors and the media to survive, and the sponsors and media need the sport events to survive. (Buehler&Nufer 2010, 124-132; Supovitz 2005, 150-160.)

These relationships can occur either on a personal level or an organizational level. One example for a personal level is the federations, which have their own communications manager, spokesman etc; whereas XFM radio being the partner of Manchester United stands for an example of an organizational level relationship. It is important for organizations and federations to gain as much positive publicity with their event as possible, which means they need to attract media by making press centers with good working conditions, offering result services online and first of all, facilitating easy media access with season accreditation. For sponsors and partners, the event has to present extra value, which means they need for example different accreditation with VIP access and a good level of hospitality. (Buehler&Nufer 2010, 124-132; Supovitz 2005, 219, 254-255.)

### 2.3 Accreditation in FIS World Cup

FIS has an individual contract with each World Cup organizer and National Ski Federation (NSA). World Cup organizers fall under the category of local organizers, because they are responsible for creating the organization committee and collecting a group of volunteers to run the event on a local level. Each country NSA is a partner and support for the local organizer, which in many cases is the local club or foundation. For example the alpine World Cup in Beaver Creek Vail (USA) is organized by the Birds of Prey Foundation or the Cross-Country World Cup in Davos (SUI) is organized by the Davos Ski Club.

Between NSA, FIS and local organizer a strict contract exists that defines carefully all rights and obligations of each party. There is an example of a contract from Ski Jumping World Cup in appendix 2. As the contract defines “*An Organizing Committee shall be entrusted with the execution of the operational aspects of the organization of the COMPETITIONS, respectively of the EVENT.*” It also defines the event program, event venue, accommodation for teams and staff, qualifications, safety issues, data and timing and accreditation, advertising, TV coverage, insurance, media accreditation and media facilities. (FIS 2010d.)

The FIS has an obligation to provide the FIS season accreditation as an access credential for regular the World Cup visitors and as a support service for the FIS World Cup Organizers. FIS will take care of database, personalized card, informing about the FIS season accreditation. The FIS will offer the organizers a list of FIS season accreditation holders. The FIS is responsible for securing the background of accreditation applicants and made sure this person strictly comply with the International Competition Rules (ICR) and their by-laws and will strictly follow all instructions of the organizers, the competition jury, race directors and other representatives of the FIS. Against these obligations the FIS has the right to modify and develop the accreditation system, receive the requested list of accredited persons with contact details from each OC after the World Cup events.

The FIS is making the decision; approve or deny the accreditation application. The accreditation is accepted when the person

- works in the event like team coach
- can prove that he/she takes part to World Cup events regularly like journalist
- the company where person works exists like the Skiing magazine is really publishing stories of alpine skiing
- has no markings on “bad behavior” in the FIS World Cup events.

“Bad behavior” means for example a photographer enters the course area which is not marked as photographer area and local organizer staff needed to guide the photographer. This kind of behavior is a security risk especially in alpine skiing.

Each organizer (OC) is responsible for naming a person, who is responsible of accreditation and organizing the facilities for accreditation. The organizer is obligated to check and secure all local accredited persons, to check the team entries according to the codes and to send FIS the accreditation list after the event.

Each user has obligation to sign in to the FIS accreditation system and apply for accreditation and update his contact details. The user has right to get personal code and access to the FIS Member section and use for free the online accreditation and Member section.

The contract part 10 concerns the accreditation. Based on this part, local organizers are forced to organize the accreditation bearers of the FIS Season accreditation. The local accreditation is used for local staff, Organizing Committee (OC), NSA, local media and sponsors and occasional visitors. The accreditation should be organized according to FIS Season accreditation with the same access zones and accreditation matrix. (FIS 2010d.)

#### **2.4 Different Accreditation for different Event Roles**

The accreditation consists of different parts that are of different value to different target groups. For example for FIS, the target groups are the professionals that are following the “White Circus” the whole winter whereas for the local organizer the locals, home fans and occasional visitors is the target audience.

The accreditation matrix (classification for different categories and their access areas) categorizes persons according to certain groups or spectator according to his or her motives. This makes sense as some sport groups like servicemen, media persons, team staff and FIS Officials, are more eager than others to be present in world Cup events.

Table 2. Accreditation matrix (FIS 2009)

Group	Category code	Category name	Category area
A	101	FIS Professional	/1//2//3//5//4//6//7//8//9//10//11//12//13//15//16//14/
A	203	FIS Service Provider	/14//12//13//1//2//3//4//8//7//6//5/
A	500	Team Coach/Trainer	/1//2//3//4//5//12//13//16/
A	501	Industry serviceman	/1//2//3//4//16/
		Team	
A	502	Doctor/Therapist	/1//2//3//4//16/
A	503	Team Press Attaché	/1//2//3//4//12//13/
A	504	Team Serviceman	/1//4//12//13//16//6/
A	601	Print Journalist A	/9//12/
A	602	Internet Journalist	/9//12/
A	703	Photographer A	/10//11//12//13/
		Competition	
A	801	Equipment Ind.	/4//1//16/
A	100	FIS Council Member	/1//2//3//4//5//6//7//8//9//10//11//12//13//15//16/
		FIS Committee	
A	103	Member	/5//16/
A	104	FIS Honorary Member	/16/
B	200	FIS Sponsor/Partner	/16/
B	300	NSA Council member	/1//2//3//4//5//6//7//8//9//10//12//13//16/
B	400	NSA Sponsor	/16/
B	401	NSA Partner	/16/
B	601	Print Journalist B	/9//12/
B	703	Photographer B	/10//11//12/
B	800	Marketing Agency	/1//3//4//5//8//12//13/
B	802	Media Agency	/1//3//4//5//6//7//8//12//13/
		Observer/Study	
B	900	Group	/16/



The following numbering clarifies the zones, access areas:

- 1 Team Areas
- 2 Coach Areas
- 3 Sports Areas
- 4 Service Areas
- 5 Officials Areas
- 6 TV/Radio Areas
- 7 TV/Radio Commentators
- 8 IBC/TV Compound
- 9 Print Media Areas
- 10 Photographer Areas
- 11 Special Media Areas
- 12 Press Centre
- 13 Sub Press Centre
- 14 Data/Timing
- 15 Ceremony
- 16 Special Guests

As can be seen, there are different accreditation groups and those all are different kind of spectators. Each group has their own needs, reasons to be in a sport event and behavior. According to Westerbeek& Smith (2003, 70-78) there are five different types of spectators.

- Aficionado – who is attracted by the quality of sport performance and always attends on events
- Theatregoer – who looks entertainment and quality, but can miss few events on season
- Passionate partisan – who is always on event, but is only interested in who is winning,
- Champ follower – who comes on event once in a while to see his favorites
- Reclusive partisan – who comes to few events just to get entertainment.

It is also possible to change the names to FIS groups like servicemen and team staffs are mainly aficionados, most media persons are Champ followers and FIS Officials fit into all categories.

In a FIS viewpoint the accreditation is meant to be a privilege that is only good for a limited number of groups. This allows FIS to limit the amount of people allowed in the finish area and on the courses. This means they categorize persons and give the privileges to those who are regularly taking part in the events; in this case accreditation is made for “aficionados” and “passionate partisans”.

In local organizer viewpoint the most important one is the Champ follower and Passionate partisan; because they need the local accreditation. Of course they need other groups, but home fans and occasional visitors, who may become regular visitors, are the most interesting ones.

The accreditation brings expenses and needs the work force, which means there has to be ways to cover these expenses. This has led to the creation of some companies with accreditations systems that they sell to Federations. Outsourcing has therefore become a part of the business for Sport Federations. Some Federations have also created their own online system like FIS, some are concentrating accreditation for one or two persons with online system like IBU and some have bought an online system like UEFA.

## **2.5 Background of FIS Season accreditation**

In 1910 in Christiania (NOR) was founded International Ski Commission (CIS) to establish and apply a set of rules for each type of ski competition. In 1924 in Chamonix (FRA) CIS turned to International Ski Federation (FIS) with 36 delegates from 14 countries. It was the start for Championships (later World Championships) and development for different disciplines and styles. (FIS 2010a.)

The International Ski federation has organized World Cup Tours since 1929, when the races were first known as FIS competitions and from 1968 on FIS World Cup (FIS 2010a). During the years the FIS World Cup tours have risen in all areas; number of spectators, number of athletes, number of events and number of people involved to events. These things caused the need to control the access and develop the security of the events. During the past ten years the number of team staff has increased on courses and finish areas.

Every second year FIS organizes a big Ski Congress and in the 43<sup>rd</sup> Ski congress in Melbourne (AUS) the Congress decided to create an accreditation system for FIS as a solution to limit the number of people and guarantee security on the events. Today the premise for a FIS Season Accreditation system is set in the International Competition Rules (ICR), 200-section. (FIS 2010b.)

## 2.6 The development of FIS Season accreditation

The word accreditation is not well-known, but is it an essential part of FIS World Cup tours. The first season that FIS had accreditation was 2004-2005. At the beginning it was given for two seasons, it was with photo and could be ordered by fax. This process was not very successful, as people were still required to apply for a local accreditation. Many coaches felt that the FIS accreditation was for nothing and was only to guarantee the local accreditation.

In the season 2009/2010 FIS wanted add value to its accreditation and developed the card further. Media accreditation became as online process and for the Tour de Ski teams could sign and make accommodations reservations online on fis-ski.com. In alpine the FIS staff wanted control and limit the number of persons allowed to finish area and the course. The FIS alpine staff developed a special remarks section for the season accreditation card and a special card; that uses restricted area access colors and course access cards.

The price of the FIS accreditation system has been free for users and NSA 's if they provide proof of insurance. According to the Swiss Constitutional Law the FIS has to offer the insurance with accreditation. All NSA 's have the insurance, but for media, industry and competition groups it is important, because their insurances does not always cover the World Cup races. For example if photographer gets hurt in finish area, he will get compensation based on this accreditation insurance.



Figure 3. FIS Season accreditation card 09/10 (FIS 2009)

The changes were highly appreciated and successful and for the first time the FIS Season accreditation card could be seen, see the figure 3 the layout of FIS Season accreditation card. That was the start for the development of the FIS Season accreditation system. In the near future the following things will need to be changed:

- Move the whole accreditation process online
- Give each team/person/group its/their own password with which they are able to apply for accreditation, leave their contact information, sign up for World Cup events
- Allocate an individual FIS code to each person (to avoid misuse)
- Make accreditation process clear, nice and easy

The FIS Code was highly asked for by World Cup organizers, because they wanted to be able to check if a person really has FIS accreditation or course access cards. The other reason was that organizers are obligated to offer accommodation for a defined price for teams and some teams have added athletes` family members as team members to get better prices (FIS 2010c). To eliminate this type of misuse, the individual code makes it impossible to add other persons to teams.

## **2.7 New FIS Season accreditation**

In the future the FIS Season accreditation is meant to be the only accreditation that teams, servicemen, media and FIS Officials will need. The target is that via online process everything can be done including accreditation, accommodation reservations and team entries for each World Cup events. The online system will send information directly to the FIS responsible person and local organizers.

To reach this aim, FIS decided to use the Cross-Country World Cup tour as a pilot project for the new accreditation system. This means that in Cross-Country team entries, accreditation and accommodation can be done via online process in the season 2010/2011. If the system works, FIS will bring it all its disciplines online for the season after (2011/2012).

The pilot project means new templates and online process, which leads to bigger workload and expenses. The insurance and expenses that each accreditation card included amounted to 25 CHF for media accreditation during the 2010/2011 season. The main expenses came from templates and the internet processes and the development of new accreditation cards. To cover these expenses the FIS decided to leave spaces for sponsors in cards. This way they were able to offer World Cup sponsors (Viessman, BMW, Polar, Vattenfall) more visibility and in turn get more money.

To make everybody understand this accreditation and online process accreditation guidelines were needed. The season 2009/2010 also showed that there is a need for clear instructions and explanations, because the FIS Office got too many phone calls and emails concerning how accreditation can be done. The guideline gives an idea of the process and explains with pictures how everything can be done on the internet.

## **2.8 The FIS accreditation groups**

As table 2 on page 12 shows, there are 23 different groups in two different categories. The FIS accreditation main target group is the group A. This group includes:

- team staff (coaches, trainers, doctors, servicemen)
- media (photographers, journalists, TV persons)
- FIS (FIS officials, members)
- Industry and competition equipment

These groups have many things in common:

- they work on events
- they visit events regularly
- they need to have access almost all areas

As said in one word, the core group which run the “white circus”.

Each of these groups also has their own functions and special needs. The teams are there for the athletes and team staff need the access on the course, start and finish area, because they need to support athletes, give information of course to the athletes and be able to analyze the performance.

Media persons need the place for working – press center with wireless internet. Every newspaper wants to get latest results as soon as possible, many Internet pages want to have live results and photographers need create shots from race. Photographers need shots from the race to show the action and speed, but also from finish area.

FIS officials are on races to guarantee the safety and fair competition. There are officials on course, start and finish area to see that everything goes like it should go. The important FIS committee members develop the sport and make the rule changes, they need to possibility to be there on side of the event.

Competition equipment means the ski boots, goggles and pole companies that deliver the essential equipments to athletes. They need to have access to finish area and possibility to communicate with athletes in case of broken pole etc. Industry servicemen are the persons waxing skis and boards; they make the hardest job on “white circus”. Servicemen are on service area before the sun rises and they don` t leave before the sun goes down.

The group B in accreditation matrix includes the groups that changes from one event to another. National ski association officials and members are different on each country, but they need to have the right to be in their own event. Local sponsors and media are essential to local area and organizers, which means they have to have possibility to be different zones. Essential thing concerning group B is that these groups vary a lot from country to another.

Unlike the IBU the FIS has not included athletes on its accreditation. The FIS has not had any problems with allowing the athletes enter in all areas, because so far the athletes have had their own routines in the events and no time to enter other areas than on the course, ceremony, start and finish area.

### **3 FIS Accreditation guidelines**

As mentioned earlier, many international federations, like IBU, have their own rules and guidelines for accreditation. The FIS had no accreditation guidelines earlier, so this project was started at zero point. Without field experiences, it would have been impossible to write this guidebook.

The idea of the project was to produce a product that could be useful and helpful for the target group; team staff, trainers and doctors, servicemen, media persons and other on site groups that make the sport events possible.

In practice the accreditation system will be an online process and designed for the group that is regularly taking part in World Cup events. The accreditation is not for the spectators on site – it is for team staff, trainers and doctors, servicemen, media persons and other on site groups that make the sport events possible.

The accreditation is not required in all sports events. Only events with international media interest, thousands of spectators, TV coverage, worldwide athletes etc require an accreditation. This project covers only FIS World Cups and accreditation for those World Cup events. This is not about one single sport event like the Olympics or World Championships but instead – it covers a series of events, which go on for three to four months or one season.

#### **3.1 The aim of the project**

The aim is to create guidelines and make the FIS accreditation system as user-friendly as possible. These guidelines should illustrate the view of FIS concerning season accreditation and support different groups that need accreditation. The guidelines are one part of developing the accreditation. They should provide the users with a better understanding of the accreditation, illustrating what it exactly is and how it works. Furthermore, the guideline will discuss what should be improved in the future.

The guidelines were written for the accreditation system users and persons who are working with accreditation in International Ski Federation in winter sports. The guidelines are made for the accreditation system that covers for whole year – it is not for a single sport event.

There was need for accreditation guidelines based on the questions that came up on the season 2009-2010. Many media and team persons called during the winter to the FIS office to ask following questions:

- How can I apply for accreditation?
- Where I can get information of accreditation?
- What are the rules of accreditation?

To decline the phone calls, workload of the FIS office and to help the target groups were the aims of this project.

### 3.2 Project plan

Before anything can be done, the background and process of the accreditation need to be known. The project started in autumn 2009, when the author became responsible of media accreditation. The media accreditation was done first time online in the season 2009/2010. It was hard to get involved with the accreditation, because there wasn't any guidelines. The project plan was following the season 2009/2010 as the table 3 shows.

Table 3. Timetable of project

Time	Step
<b>September 2009</b>	Opening the FIS media accreditation online
<b>December 2009</b>	Opening the FIS Tour de Ski accreditation and accommodation online
<b>January 2010</b>	Evaluation of Tour de Ski
<b>March 2010</b>	Evaluation and meetings of FIS season accreditation 2009-2010
<b>April 2010</b>	The development of new system starts, writing the guidelines
<b>April-June 2010</b>	Writing accreditation guidelines
<b>June 2010</b>	Guidelines ready
<b>September 2010</b>	Presentation of new FIS season accreditation in Zurich
<b>November 2010</b>	The FIS season accreditation for season 2010-2011 opens online



There was no budget in this project; because it was done on working hours and all the material were able to collect during the season.

### **3.3 Project implementation**

The FIS accreditation system was created by FIS IT workers. They had made the first version on 2004/2006 and since that developed the computer system by creating template. This means that the system is totally unique and it takes time to learn to use the program. The learning process started on September 2009, when the author started to create the media accreditation template. In December the author became responsible also for the accreditation of the Tour de Ski. During autumn and December were received over 50 phone calls, 35 emails concerning the accreditation and how it should be done.

On January was time for the first feedback – feedback from Tour de Ski. The feedback from accreditation groups and local organizers was very positive, but it also revealed that there were many things to develop. The Tour de Ski was organized in three different countries and in Oberhof the same organizers organized Biathlon World Cup right after Tour de Ski. Some of the organizers started to work with biathlon already during the Tour de Ski, which made it possible to follow the accreditation process of biathlon.

After Tour de Ski it was time to look for the accreditation material for other federations and the Olympic Committee. Those gave the base to write the FIS guidelines. The table 4 shows the how the project was done.

Table 4. The summary of the project

Time	What	How
<b>Autumn 2009</b>	Get familiar with accreditation by being responsible of media accreditation	Creating the online template for media accreditation
<b>December 2009 – January 2010</b>	Proceeding the accreditation for media and Tour de Ski	Going trough applications, printing cards, delivery of cards,
<b>January - February 2010</b>	Collecting the material and feedback	Organizing the material, discussions
<b>March-April 2010</b>	Meetings with accreditation groups, meetings inside FIS	Writing

The season ended on March and after that there were organized three different accreditation meetings on FIS office. The different disciplines have separate needs which were all heard and taken into account. The meetings included the long discussion with different groups like the head of industry and equipment, alpine race directors and cross-country organizers. There came a lot of feedback and suggestions concerning the accreditation. Excellent feedback to develop accreditation was also got from two surveys; alpine media survey and cross-country media and organizer survey. The biggest things in feedback were:

By user groups:

- how to find accreditation, where in FIS web pages
- which groups are included in accreditation
- accommodation and team entries should be included in accreditation
- clear online system

By organizers

- the size and layout of the accreditation card
- the local accreditation
- personal code system
- accreditations lists from the FIS
- accommodation and team entries should be included in accreditation
- online system

By head of disciplines

- accommodation and team entries should be included in accreditation
- personal code system
- online system

Both these surveys included many areas and 15-20 questions, but only one to two questions of accreditation. These meetings and feedback lead to new accreditation system: fully online process. Starting on the season 2010/2011 all accreditations will be done in online.

Based on this feedback, the new system includes that local organizers have right to receive the list of persons who have the FIS Season accreditation from the FIS. The personal code was included in the accreditation system on the season 2010/2011 and the guidelines were written.

Accreditation is closely connected to accommodation and team entries for World Cup events. The FIS wants to have all these together in accreditation system online. To connecting all these requires many new templates, testing and time which lead to Cross-Country pilot project. In the season 2010/2011 the program that includes accommodation, accreditation and team entries will be tested in Cross-Country. If everything works, then the program will be modified for all six disciplines.

### **3.4. Project result**

The project was very successful and the result is the guidebook for accreditation. It includes the written instructions and rules of accreditation; it explains the accreditation groups and zones for local organizers and shows with pictures how to do the accreditation. The guidebook design was done according to the FIS new Corporate Identity. The guidebook is on attachment 1.

The guidebook was finished on June 2010, it was introduced with the new accreditation system in the FIS Autumn meeting in Zurich September 2010. Some texts are already online in the FIS web page and after FIS IT have produced all pictures; it will be published on the FIS web pages. The guidebook was written in English, but in future it will be translated to German and maybe in French and Russian.

The FIS was willing to develop the accreditation system and it really changed things according to the feedback that they received from the field. Concerning this project it was important the FIS got involved and started the pilot project with Cross-Country skiing.

The guidebook will change after the season 2010/2011 if the new pilot project with Cross-Country World Cup succeeds, because then all the disciplines have the online system for accommodation, accreditation and team entries.

## 4 Discussions

The sport has become a business which has created mass events and this has led to limited access to event areas and a need for higher control and safety. The accreditation was based on this need to limit access for persons at the event areas and give some privileges to those who really need it. The accreditation system has grown and developed in winter sports World Cups.

Because there is a need for accreditation, there is also a need for accreditation guidelines. The reason for accreditation is relationships and interaction among different groups. Every event is dependent on the sponsors and the media, which again need accreditation with access to important zones like the ceremonies area. Without guidelines it is impossible to understand, get an idea and apply for accreditation. Accreditation in this project is for three different groups; namely the federations (FIS), the event organizers and the users (team staff, media, officials) and each of these groups has different requirements, needs and reasons to have accreditation.

As said earlier, accreditation is a privilege, which means it cannot be given to anyone. There are masses of people in World Cup events, which means there has to be defined rules with regard to who can get the accreditation. The FIS Season accreditation is for persons that are working with World Cup events regularly and local accreditation is for those who are occasionally working on events, for example Italian photographers work only in World Cup events in Italy.

Like the theory section proves, there are ways to classify persons according to how often they visit World Cup events or based on their needs. Accreditation is not simply “a free ticket”. The accreditation areas and accreditation matrix are not just rules, but instead they have developed during the events and they are there to guarantee the working conditions for athletes and other groups like media and servicemen, safety and order.

These guidelines and project was made mainly for winter Sports and International Ski Federation, because accreditation guidelines were written for them. This set limitations to the project-oriented study one being that FIS has a season accreditation system for six disciplines unlike any other Federations. Therefore the findings about the accreditation system and season accreditation cannot be generalized. The sport events and the need for event accreditation can be generalized and the main parts of accreditation system like matrix, areas and guidelines are useful for all situations. For example accreditation area and matrix are modifiable depending on an organized event and its needs.

The reliability of project is 100%, because most facts and main information is based on internship experiences, literature and internet sources. The used literature was new, most books were written in 2009 or 2010. Most of the literature was from the field of marketing. The project and its findings can be used for other cases/federations or sports and in different events.

The project was successful and the end product excellent. The project was easy to write, but collecting the theory was more difficult. Surprisingly, the theory that was found was very good and useful. There are not many things that could be done differently. One conclusion is that guidelines need to be written with print screen shots to make them understandable and user-friendly. The theory part is as wide as possible, including sport marketing literature and publications from other sport federations.

One thing that could have been made differently is the data collection. There could have been more interviews as a theory base. The next accreditation concerned research could be done with interviews or a questionnaire, especially if they are concerning the development of accreditation. The economic part could have been wider, but in winter sports like in Olympics, biathlon World Cup and FIS World Cups accreditation is always free.

The important part of accreditation is the accreditation system, which has to be easy and clear including for example guidelines and the internet. The accreditation system needs to be done as an online process, which make it a business and brings expenses. This will be seen in future as a big part of accreditation and development. Many federations will have to develop their systems, which mean companies can make business by creating accreditation programs and selling them.

To create such a big and efficient accreditation system the FIS needs to gather more feedback from the field and a best way would be to run an accreditation questionnaire for each disciplines and all parties; organizers and users. So far accreditation has only been one part of the questionnaires made in cross-country, alpine and among media. It would be important to get information also from freestyle, ski jumping, snowboard and nordic combined. This way the FIS could develop the events and venues at the same time, because the number of access areas at the moment is quite big, 16.

The future of accreditation seems very interesting, because it is as a product in the beginning of the growth phase. When the accreditation system is developing, the business is increasingly getting involved. The need for accreditation is growing because the numbers of events is growing. For FIS the accreditation system is in the beginnings, because in future FIS will have a system with accreditation, accommodation and team entries like biathlon already has.

One future issue is the questions about athletes and athletes need of accreditation. Until the upcoming 2011/2012 season the athletes have not needed any accreditation in World Cups. However, when the system develops and more things are involved in accreditation, it would be clear option to have accreditation for the athletes. Next comes the big issue with regards to access areas. Which areas the athletes are required to get in and which areas athletes need to get into?

The project was not easy or simple, but the field experiences gave an excellent base. The project also proved the importance of visibility in instructions – never underestimate the effect of figures. The project showed the importance of planning, moving step by step and how to get information of an unknown subject like accreditation. Like getting information of unknown subject is hard the same way getting of information of accreditation can be hard. That is why it is important to have guidelines on internet and inform the accreditation in meetings. This connects the accreditation and communication.

Interesting thing is accreditation and marketing. If accreditation is wanted by its users with privileges to certain groups, does it need to be marketed or not? In today's world nothing is done without profits and fees may be included to acquire accreditation. The question is will the accreditation fee be paid by sponsors or accreditation users? The users are not willing to pay, so sponsors would be a natural choice like can be seen from Cross-Country pilot project. The sponsors want to have benefits like visibility and that is brought by marketing.

The biggest question with the FIS season accreditation in the future will be the system; will it be cost-effective that FIS develops and uses its own system and its staff or should it buy the system from a subcontractor?

There are no events without advertising, no athletes without trainers, no publicity without media, no money for accreditation system without marketing and no accreditation without the necessary informing about it – the key of everything is communication.



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## **Appendices**

Appendix 1. FIS Accreditation Guidelines.

Appendix 2. Contract between FIS, NSA and World Cup organizer 2009-2010. Ski Jumping.

Appendix 1.

**ACCREDITATION GUIDELINES 2010/2011**

**CROSS-COUNTRY, ALPINE, SKI JUMPING, NORDIC  
COMBINED, FREESTYLE AND SNOWBOARD**



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## 1. Introduction

The International Ski Federation is responsible for the entire accreditation process for each six (6) disciplines; alpine skiing, cross-country skiing, ski jumping, nordic combined, snowboard and freestyle.

The premise for a FIS season accreditation system is set in the International Competition Rules (ICR), 200-section. The goals of the FIS season accreditation system are two-fold. On one side, the system is intended to provide better service to the regular attendees of the FIS World Cup events, such as the teams and industry, tour service providers and race officials. On the other side, it seeks to help the organizing committees save cost and efforts in managing the accreditations as well as providing them with guidance regarding the level of access to be provided to the regular contributors of the World Cup series. The FIS season accreditation does not replace the local accreditations but rather supplements them.

The Guidelines for accreditation were approved by in autumn 2010 and stipulate the mandatory accreditation system for specified the FIS World Cup events. A valid FIS accreditation is a condition to get access to controlled areas at the FIS World Cup events.

The implementation of the Accreditation Guidelines is responsibility of the FIS Marketing Project Coordinator Edwina Fordyce. On events the responsibility is on FIS Race Director at competition venue and Media Coordinator in the area of administration and media.

During the preparation for the World Cup events, the Media Coordinator serves as the contact person for the National Federation, Local Organizing Committee and TV Companies.

Contact persons:

For Media	Sofia Olsen	<a href="mailto:olsen@fisski.com">olsen@fisski.com</a>
For Cross-Country	Sandra Spitz	<a href="mailto:spitz@fisski.com">spitz@fisski.com</a>
For others	Kathrin Lussy	marketing@fisski.com

## 2. Overview of accreditation

The purpose of the accreditation is to identify people and their roles at the FIS World Cup events and allow them necessary access to perform their roles.

Accreditation is a necessary working tool to manage the large number of people participating in the FIS World Cup series, to facilitate their movements in a flexible and secure fashion.

Accreditation:

- Guarantees that only the appropriately qualified persons are entitled to take part or perform official functions in the FIS World Cup
- Carefully selected number of groups has access to areas they need to go to perform their official functions
- Ensures that these groups reach these areas in safe and orderly manner

In the long term, the vision of the FIS season accreditation is to provide a clearly identified but limited number of key stakeholders of the tour direct access to their working areas during the entire season.

The new things in the FIS season accreditation for season 2010/2011:

- The number of groups that will be assigned a FIS Season Accreditation have been reduced by 33 %
- A new Accreditation system will be implemented for the Cross Country World Cup and will serve as a pilot case for the other disciplines
- FIS Online entry system in the Alpine Ski World Cup
- Each FIS season accreditation card will have a personalized code providing key information such as the nation, role and special access privileges given to its holder.

### 3. Rights and Obligations of each party

All stakeholders have rights and obligations concerning the FIS season accreditation.

#### FIS

The FIS provides the FIS season accreditation as an access credential for regular the World Cup visitors and as a support service for the FIS World Cup Organizers.

The FIS will take care of

- marketing the FIS season accreditation
- creating the database
- creating the accreditation system and offering it online as free of charge
- personalized code for each accreditation card

The FIS will offer each Organizing Committee their own access details to enter the Member Section of the FIS Website, where they can download an automatically updated and dated list of all holders of FIS season accreditation (in alpine with CA or RA access) in their discipline.

When the FIS has admitted the accreditation, it has secured the background and made sure this person strictly comply with the International Competition Rules (ICR) and their by-laws and will strictly follow all instructions of the organizers, the competition jury, race directors and other representatives of the FIS.

The FIS has following rights:

- modify and develop the accreditation system
- receive the requested list of accredited persons with contact details from each OC after the World Cup events
- to close the use of Member Section from the OC if the OC does not fill their rights and obligations.



## OC

Each OC should name a local Accreditation person, who is responsible of lists from the FIS and to the FIS available already two weeks before event. During the event she/he should be available as a point of contact during the opening hours of accreditation office.

Each OC needs to have suitable facilities for accreditation, as well as desk and chairs (at least 2m x 2m space with minimum of one desk and two chairs). The facilities should be easily accessible to teams, industry and FIS Officials.

Each OC is responsible for sending the participants lists (media, guests, local accreditations, FIS accredited persons) with contact information for FIS Accreditation person latest two (2) weeks after the World Cup event.

OC has following rights:

- to have access on the FIS Member Section
- to organize local accreditation

OC has following obligations:

- to check and secure all local accredited persons
- to check the team entries according the codes
- to send FIS the accreditation list after the event
- make accreditation link to FIS season accreditation from their home page

## User

User can be industry person, national ski association or media person/group. He has following obligations:

- sign in to system and apply for accreditation
  - alpine national ski association submission of team entries
  - cross-country skiing submission of team entries and accommodations for the Tour de Ski
- interactivity with contact details
- to apply for FIS Season accreditation for Media, person has to be present at least XX events per Season 2009/10.

User group has following rights:

- get personal code and access to FIS Member section
- free use of online accreditation and Member section
- FIS Season accreditation is valid for season 2010/11
- FIS Season accreditation guarantees the entry for World Cup events

User also:

- agree to the use of electronic communication in order to enter your personal data;
- agree to receive electronic delivery of notices, policies and records of transactions initiated or completed through the FIS accreditation online-tool;
- agree that the FIS cannot give any warranties to protect the privacy and integrity of the data which will be inserted and stored in the server system of the FIS;
- give your explicit consent that we use your information for the FIS or the FIS event organisers for accreditation purposes.

#### 4. FIS season accreditation process for all disciplines

- The FIS season accreditation is online based system organized and guided by FIS IT.
- The FIS season accreditation is valid always for one season (e.g 2010/11).
- Applying for the FIS season accreditation can be done only online at [www.fis-ski.com](http://www.fis-ski.com) starting from August until the end of October/November.



- The FIS season accreditation is only meant for persons who attend the FIS World Cup events on a regular basis during the season.
  - For certain user groups, person is accredited as FIS season accreditation
  - Person is accredited via local accreditation organized by the World Cup Organizer

- Regular basis means that the person is attending to World Cup events regularly
  - Industry serviceman at least 10 World cup events
  - Team Trainer/coach/Doctor/therapist at least 10 World Cup events
  - Media person/Group at least 10 World Cup events

## 5. FIS season accreditation

The FIS season accreditation is meant to following groups

- Teams (coaches, doctors/physiotherapist, team serviceman)
- Industry ( Industry serviceman/CEI competition Industry serviceman)
- Media (photographers and printed media)
- FIS Professionals
- NSA Professionals
- Sponsors and Partners

The system will be based on A and B accreditations, where A means FIS Season accreditation and B local accreditation that needs to be picked up from local organizer.

Group	Category code	Category name	Category area
A	101	FIS Professional	/1//2//3//5//4//6//7//8//9//10//11//12//13//15//16//14/
A	203	FIS Service Provider	/14//12//13//1//2//3//4//8//7//6//5/
A	500	Team Coach/Trainer	/1//2//3//4//5//12//13//16/
A	501	Industry serviceman	/1//2//3//4//16/
A	502	Team Doctor/Therapist	/1//2//3//4//16/
A	503	Team Press Attaché	/1//2//3//4//12//13/
A	504	Team Serviceman	/1//4//12//13//16//6/
A	601	Print Journalist A	/9//12/
A	602	Internet Journalist	/9//12/
A	703	Photographer A	/10//11//12//13/
A	801	Competition Equipment Ind.	/4//1//16/
A	100	FIS Council Member	/1//2//3//4//5//6//7//8//9//10//11//12//13//15//16/
A	103	FIS Committee Member	/5//16/
A	104	FIS Honorary Member	/16/
A		Media (TV, radio)	/6//7//8//9//10//11//12/

B	200	FIS Sponsor/Partner	/16/
B	300	NSA Council member	/1//2//3//4//5//6//7//8//9//10//12//13//16/
B	400	NSA Sponsor	/16/
B	401	NSA Partner	/16/
B	601	Print Journalist B	/9//12/
B	703	Photographer B	/10//11//12/
B	800	Marketing Agency	/1//3//4//5//8//12//13/
B	802	Media Agency	/1//3//4//5//6//7//8//12//13/
B	900	Observer/Study Group	/16/

Each category has defined access areas. The 16 areas are:

- 1 *Team Areas*
- 2 *Coach Areas*
- 3 *Sports Areas*
- 4 *Service Areas*
- 5 *Officials Areas*
- 6 *TV/Radio Areas*
- 7 *TV/Radio Commentators*
- 8 *IBC/TV Compound*
- 9 *Print Media Areas*
- 10 *Photographer Areas*
- 11 *Special Media Areas*
- 12 *Press Centre*
- 13 *Sub Press Centre*
- 14 *Data/Timing*
- 15 *Ceremony*
- 16 *Special Guests*

The assignment of the access areas on site is the responsibility of the OC on the basis of the local conditions. The FIS is happy to provide support and guidance for this to ensure smooth implementation.

### **Alpine, Ski Jumping, Nordic Combined, Snowboard, Freestyle**

The accreditation will be happen like season 2009/2010. The change is only that clients are divided in to 2 Groups, A and B, which means Group A will get the FIS season accreditation valid for whole season and Group B needs to apply for Local Accreditation from Local Organizer.

In alpine any holders for restricted area or course access will still be approved by the FIS Chief Race Directors.

### **Cross-Country Skiing**

For the coming season 2010/2011 the FIS season accreditation card is valid at all the Cross Country World Cup events. New system enables accreditation card, team entries and attendance lists for OC to be done together and also TDS accommodations.

There will be 2 client groups and the core group will receive the FIS season accreditation that is valid at all the World Cup Cross Country races (no need to apply at each race). The Core Group:

- team staff
- SRS industry
- FIS Professionals
- FIS Marketing AG
- Core Media, journalist and photographers
- FIS Council
- Swiss timing CC staff

The Secondary Group who needs to apply for local accreditation on each World Cup events from Local Organizer:

- other media
- other small groups

## 6. Formats

### Alpine, Ski Jumping, Nordic Combined, Snowboard, Freestyle

The size of the FIS season accreditation card will remain same as season 2009/2010.

The color codes for the fields for course access and restricted area access will be changed to make them better distinguishable and visible.

The layout of FIS season accreditation card 2010/2011:



In alpine there are also course access and restricted area access cards.

Layout for the course access/restricted area access card:



Restricted Coach Corridor Ladies



Restricted Coach Corridor Men





## Cross-Country Skiing

The FIS season accreditation card in cross-country skiing will be larger and layout will be including space for sponsor logos.

The FIS season accreditation card layout:

**GRUENENFELDER DOS SANTOS**  
Juan Carlo Ferera

**SALAMON**  
Industry Servicemen

ACCREDITATION VALID FOR: CC JP NC AL FS BS SEASON: 2010/2011

VALID AREAS: 1 2 3 4 5 6 7 8 9 10  
11 12 13 14 15 16

SPECIAL AREAS: AREA 2, AREA 3, AREA 4, AREA 5

ACAN2345678910111213141516

**ACCREDITATION AREAS**

01	Team Area	09	Print Media
02	Coach Area	10	Photographer
03	Sports Area	11	Special Media
04	Service Area	12	Press Centre
05	Officials Area	13	Sub Press Centre
06	TV / Radio	14	Data / Timing Area
07	TV / Radio Commentators	15	Ceremony Area
08	IBC / TV Compound	16	Special Guests

**DISCIPLINES**

CC	Cross-Country	AL	Alpine Skiing
SJ	Ski Jumping	FS	Freestyle Skiing
NC	Nordic Combined	SB	Snowboard






This card remains the property of FIS and is subject to FIS Season Accreditation terms and conditions.

FIS SEASON ACCREDITATION






SPONSOR 2 SPONSOR 3 SPONSOR 4

Local Accreditation card will be based on the design of the FIS season accreditation card. This local accreditation card design template has been distributed to all Organizers. When it is not possible to use the template, OC needs to develop a similar design based to FIS guidelines and all designs needs to be presented to FIS Marketing AG for approval before card is produced. Note that the guidelines for accreditation card are included in the FIS Marketing guidelines.

The local accreditation card layout:

 <p><b>OC Logo</b></p> <p><b>GRUENENFELDER DOS SANTOS</b> Juan Carlo Ferera</p> <hr/> <p><b>SALOMON</b> Industry Servicemen</p>  <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p>VALID AREAS</p> <p>1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16</p> </div>	 <p><b>OC Logo</b></p> <p><b>ACCREDITATION AREAS</b></p> <table border="0"> <tr><td>01 Team Area</td><td>09 Print Media</td></tr> <tr><td>02 Coach Area</td><td>10 Photographer</td></tr> <tr><td>03 Sports Area</td><td>11 Special Media</td></tr> <tr><td>04 Service Area</td><td>12 Press Centre</td></tr> <tr><td>05 Officials Area</td><td>13 Sub Press Centre</td></tr> <tr><td>06 TV / Radio</td><td>14 Data / Timing Area</td></tr> <tr><td>07 TV / Radio Commentators</td><td>15 Ceremony Area</td></tr> <tr><td>08 IBC / TV Compound</td><td>16 Special Guests</td></tr> </table> <div style="border: 1px solid black; padding: 5px; margin-top: 10px; text-align: center;"> <p><b>Disclaimer</b></p> </div>	01 Team Area	09 Print Media	02 Coach Area	10 Photographer	03 Sports Area	11 Special Media	04 Service Area	12 Press Centre	05 Officials Area	13 Sub Press Centre	06 TV / Radio	14 Data / Timing Area	07 TV / Radio Commentators	15 Ceremony Area	08 IBC / TV Compound	16 Special Guests
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07 TV / Radio Commentators	15 Ceremony Area																
08 IBC / TV Compound	16 Special Guests																
<p>FIS LOCAL ACCREDITATION</p> 	<p>FIS LOCAL ACCREDITATION</p> 																

FIS template for Local accreditation card for Tour de Ski:

  <p><b>OC Logo</b></p> <p><b>GRUENENFELDER DOS SANTOS</b> Juan Carlo Ferera</p> <hr/> <p><b>SALOMON</b> Industry Servicemen</p>  <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p>VALID AREAS</p> <p>1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16</p> </div>	  <p><b>OC Logo</b></p> <p><b>ACCREDITATION AREAS</b></p> <table border="0"> <tr><td>01 Team Area</td><td>09 Print Media</td></tr> <tr><td>02 Coach Area</td><td>10 Photographer</td></tr> <tr><td>03 Sports Area</td><td>11 Special Media</td></tr> <tr><td>04 Service Area</td><td>12 Press Centre</td></tr> <tr><td>05 Officials Area</td><td>13 Sub Press Centre</td></tr> <tr><td>06 TV / Radio</td><td>14 Data / Timing Area</td></tr> <tr><td>07 TV / Radio Commentators</td><td>15 Ceremony Area</td></tr> <tr><td>08 IBC / TV Compound</td><td>16 Special Guests</td></tr> </table> <div style="border: 1px solid black; padding: 5px; margin-top: 10px; text-align: center;"> <p><b>Disclaimer</b></p> </div>	01 Team Area	09 Print Media	02 Coach Area	10 Photographer	03 Sports Area	11 Special Media	04 Service Area	12 Press Centre	05 Officials Area	13 Sub Press Centre	06 TV / Radio	14 Data / Timing Area	07 TV / Radio Commentators	15 Ceremony Area	08 IBC / TV Compound	16 Special Guests
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## 7. Forms

The FIS season accreditation including teams entries and accommodation happens via Member section on FIS home page, [www.fis-ski.com](http://www.fis-ski.com).



The screenshot shows the FIS website interface in a Mozilla Firefox browser. The browser's address bar displays 'http://www.fis-ski.com/'. The website features a blue navigation menu on the left with categories such as 'NORDIC COMBINED', 'ALPINE SKIING', 'FREESTYLE SKIING', 'SNOWBOARD', 'OTHERS', 'SPEED SKIING', 'GRASS SKIING', 'TELEMARK', 'MASTERS', 'CALENDAR', 'RESULTS', 'STATISTICS', and 'FIS HISTORY'. Below the menu is a 'REGISTER FOR FIS NEWSFLASH' form with an email input field and an 'OK' button. The 'MEMBER SECTION' is highlighted with a white arrow, containing a 'Login' form with a password field (masked with dots) and an 'OK' button, along with a 'Forgotten password' link. The main content area includes a news article about spring cleaning in Europe, a 'WHAT'S HOT' section for the FIS Congress Antalya 2010, and a 'QUICK LINKS' section with a link to 'Illustrations for Commercial Markings on Clothing and Equipment'. The footer of the page features the FIS logo and the text 'FIS OFFICIAL BULLETIN' and 'Snowkidz'.

Person/NSA can have only one contact person that has the login information for the whole group. If you have forgotten your login and password, please contact: [it@fiski.com](mailto:it@fiski.com).

### 8.1 Old user

Member section includes my profile and accreditation parts. In my profile, person should give his contact information, telephone number, email and delivery address. In accreditation part more people can be accredited, earlier accreditations can be activated for the next season and photos can be uploaded.

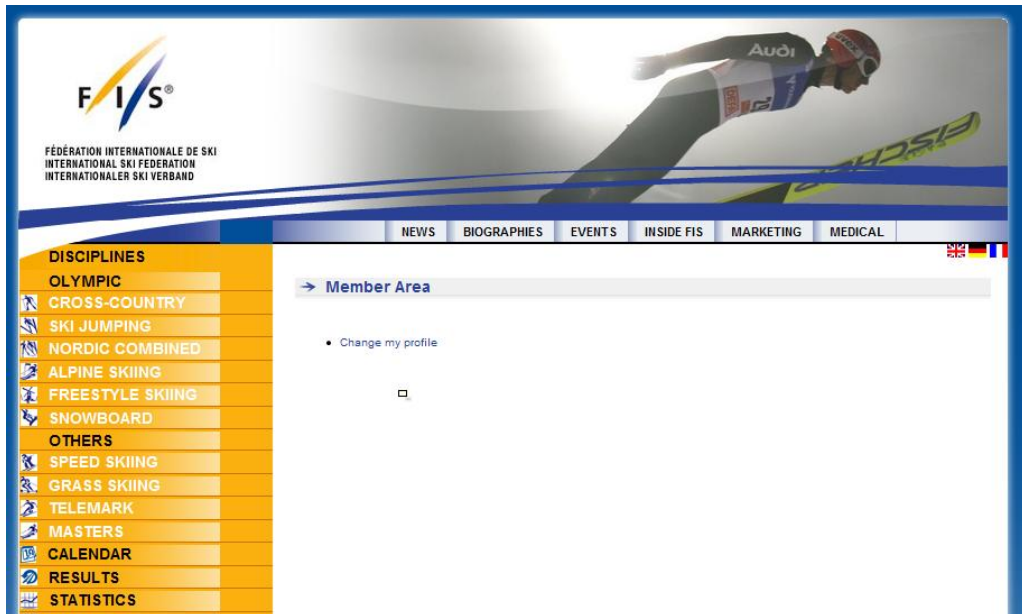
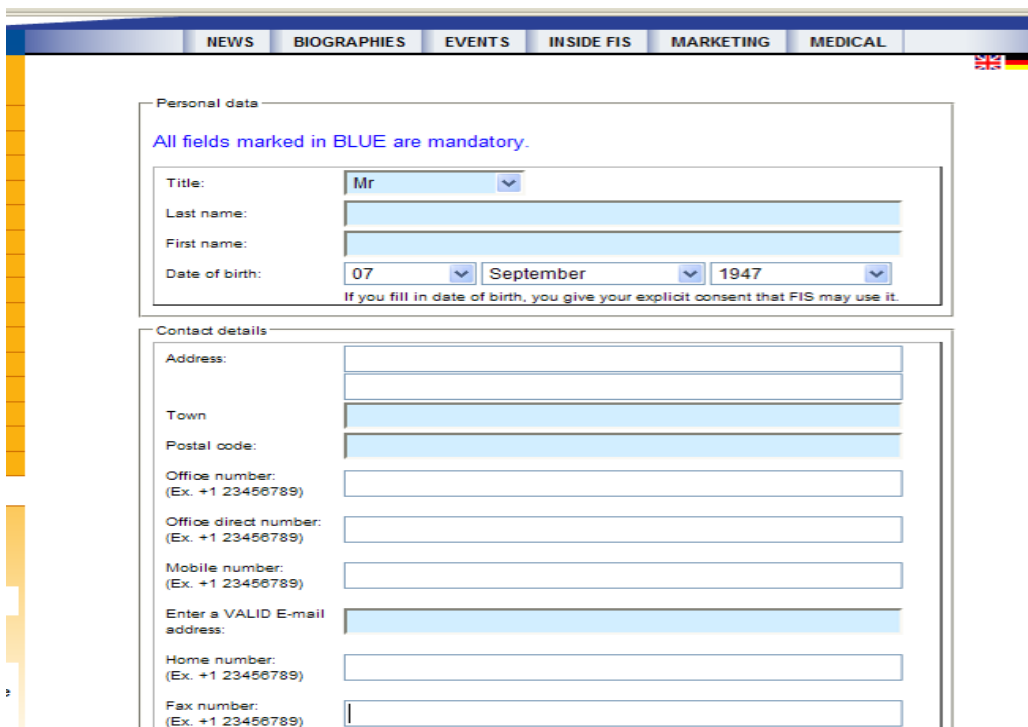
After making accreditation and downloading the photos, you will receive the confirmation email from FIS accreditation contact person after your cards have been posted.

The program accepts only passport form photos (longer than wider) and the maximum size is 500 KB.

PRINT SCREEN ACC shot choosing the group

PRINT SCREEN ACC reactivation or adding new names

Please note that updating contact information is very important due to the fact that accreditation cards are sent directly by post to contact address.

NEWS BIOGRAPHIES EVENTS INSIDE FIS MARKETING MEDICAL

Personal data

All fields marked in BLUE are mandatory.

Title: Mr

Last name:

First name:

Date of birth: 07 September 1947

If you fill in date of birth, you give your explicit consent that FIS may use it.

Contact details

Address:

Town:

Postal code:

Office number:  
(Ex. +1 23456789)

Office direct number:  
(Ex. +1 23456789)

Mobile number:  
(Ex. +1 23456789)

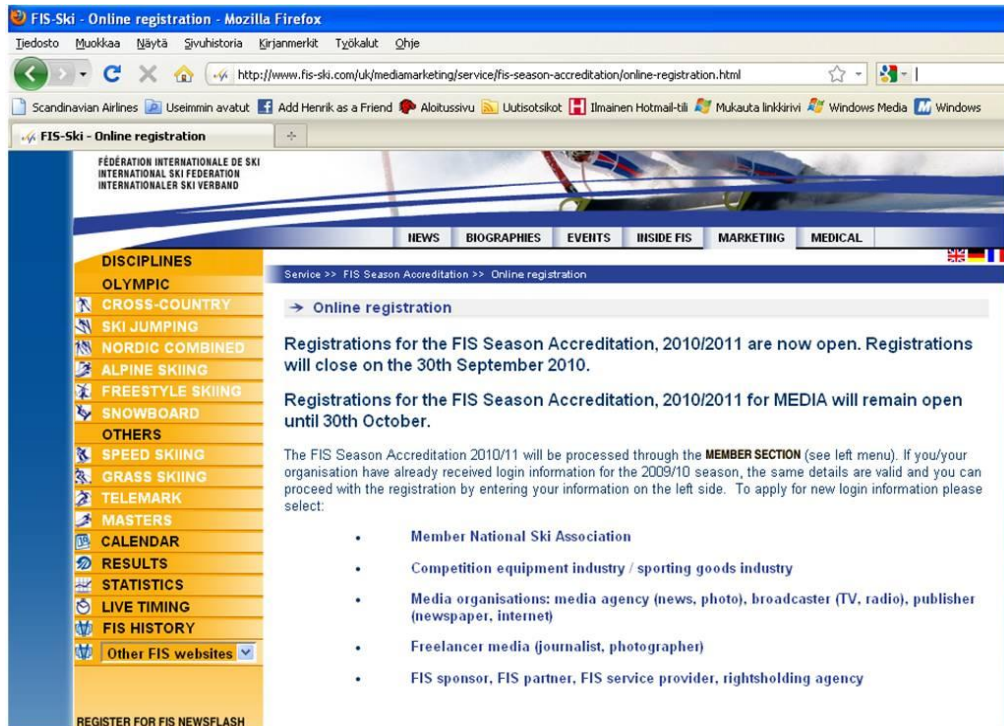
Enter a VALID E-mail address:

Home number:  
(Ex. +1 23456789)

Fax number:  
(Ex. +1 23456789)

## 8.2 New user

If the NSA/person has not the login and password, they need be applied by specific form according to group.



**FIS-Ski - Online registration**

Service >> FIS Season Accreditation >> Online registration

**Online registration**

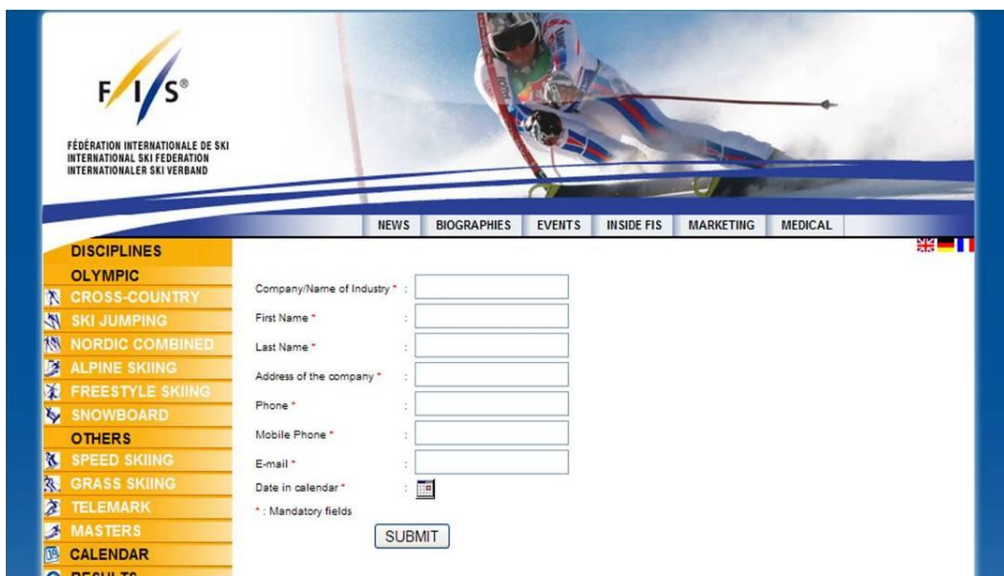
Registrations for the FIS Season Accreditation, 2010/2011 are now open. Registrations will close on the 30th September 2010.

Registrations for the FIS Season Accreditation, 2010/2011 for MEDIA will remain open until 30th October.

The FIS Season Accreditation 2010/11 will be processed through the **MEMBER SECTION** (see left menu). If you/your organisation have already received login information for the 2009/10 season, the same details are valid and you can proceed with the registration by entering your information on the left side. To apply for new login information please select:

- Member National Ski Association
- Competition equipment industry / sporting goods industry
- Media organisations: media agency (news, photo), broadcaster (TV, radio), publisher (newspaper, internet)
- Freelancer media (journalist, photographer)
- FIS sponsor, FIS partner, FIS service provider, rightsholding agency

After choosing the group where person belongs, he needs to click it the fill out the following formula.



**Online registration**

Company/Name of Industry \* :

First Name \* :

Last Name \* :

Address of the company \* :

Phone \* :

Mobile Phone \* :

E-mail \* :

Date in calendar \* :

\*: Mandatory fields

After filling out this form person will receive an email with the login and password details.

Please note that the FIS will check each applications and this process can take time, but if you do not receive any information within the four (4) weeks of your accreditation request, please contact the FIS accreditation person.

After receiving the login and password, the accreditation request can be done via Member section.

### **Team entries**

In alpine and cross-country skiing teams can also make their teams entries in online system same time when they do accreditation.

PRINT SCREEN teams entries

### **Cross-Country Skiing Tour de Ski**

Like in the season 2009/2010 National ski associations and industry serviceman were able to make their accommodation requests for Tour de Ski in online system, the same system will be working in the season 2010/2011 starting at the beginning of August.

PRINT SCREEN accommodation



## 8. Accepted accreditation

The accreditation request is accepted

- after person receives the login and password
- as Member, after receiving the new accreditation card
- the FIS accreditation includes accident insurance. Before a accreditation card can be issued a fee of 25CHF must be paid to the FIS or the applicants must confirm that they have a valid accident insurance policy (Only for National Ski Associations)

The accreditation is not accepted

- The FIS season accreditation will not be issued with the effect during the ineligibility period to a person under a sanction of ineligibility issued by FIS or another entity (when such has to be recognized notably in accordance with the FIS Anti-Doping Rules).
- The commission of an offence under FIS Rules may subject a person to the denial of accreditation or withdrawal thereof.
- The FIS season accreditation may be temporarily or permanently withdrawn in the event the above conditions are not observed at any time. In particular, in the event of inobservance of FIS Rules or non compliance with instructions of the FIS and/or the organisers.
- The accreditation may also be withdrawn if the accredited person is behaving improperly and/or in any manner which interfere with the proper organisation of the event, without limitation if the accreditation is used for purposes which are not covered by the accreditation and which are in conflict with legitimate activities authorised by FIS or the organiser (e.g. unauthorised commercial or media activities).
- The FIS season accreditation becomes automatically invalid in the event the accredited person ceases to exercise the function in connection with which the accreditation has been granted.

## 9. Timetable

The FIS season accreditation will be open online on [www.fis-ski.com](http://www.fis-ski.com) for season 2010/11 starting from 15<sup>th</sup> August 2010.

The system close depending on the groups:

Media	15 <sup>th</sup> November
-------	---------------------------

Cross-Country	30 <sup>th</sup> October
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Other	30 <sup>th</sup> November
-------	---------------------------

## 10. Insurance

Persons accredited through the FIS season accreditation are under the benefit of a collective accident insurance cover issued by Allianz Suisse. Information in respect with the insurance cover and claim procedures are available under [www.fis-ski.com/uk/mediamarketing/service/fis-season-accreditation.html](http://www.fis-ski.com/uk/mediamarketing/service/fis-season-accreditation.html). Any issue in connection with this insurance cover or claims thereunder shall be addressed directly with the insurance company. FIS assumes no role or liability of any kind in this respect.

### APPLICABLE RULES & JURISDICTION

Any issue related to the application, grant, denial, withdrawal, validity or content of the FIS season accreditation is governed by the FIS Rules and, subsidiarily, Swiss law. Without limitation to the jurisdiction of any body of competent jurisdiction in connection with the application of the FIS Rules to which the bearer of a FIS season accreditation may be submitted, any dispute which is not to be adjudicated in application of specific procedures provided for by the FIS Rules, but which arises between such accredited person and the FIS and/or the organiser, including but not limited to issues linked with application for grant, denial, withdrawal, validity or content of the FIS season accreditation or claims for damages of either party against the other arising out of occurrences (acts or omissions) linked with the use of such accreditation shall be exclusively settled by arbitration before the Court of Arbitration for Sport ("CAS") in Lausanne in accordance with the CAS rules then in effect.

## 11. Media

Terms and conditions for media are following:

### MEDIA AGENCY (print, photo)

- International and national agencies
- A staff member must be officially nominated by the agency to handle all its group accreditation requests and communications for the category 'journalist' or 'photographer'.

### BROADCASTER (TV, radio)

- TV and radio broadcasters, rights holder season 2010/11
- A staff member must be officially nominated by the rights holder to handle its group accreditation requests and communications regarding the categories of 'TV and radio commentator' and 'TV and radio technician.'
- For rights holders, the event-by-event access is subject to confirmation by the respective event right holder.

### PUBLISHER (newspaper, internet)

- International and national publishers
- A staff member must be officially nominated by the publisher to handle its group accreditation requests and communications regarding the categories of 'journalist' and/or 'photographer'.
- Internet publishers need to demonstrate continuous collection, analysis, verification and presentation of ski sports related information since October 2008 for approval. In addition the presentation of results without interruption respectively a professional results database since October 2008 is mandatory. Moreover the website must be related to the discipline/s requested for accreditation. Service providers only copy & pasting external information sources or personal websites, podcasts, blogs and video hosting service providers are not considered as publishers.

FREELANCER (print, photo)

- Journalists and photographers (not regional)
- A valid membership in a professional sports press organisation for journalists is obligatory and must be proven through a copy of a valid card.
- In case a valid card is missing, it is necessary that journalists fax a statement of assignment for the season 2010/11 duly stamped and signed by the commissioning company.
- Photographers need to send a sample copy of their work that has been published no later than October 2006. Newspapers need to have a circulation of 50.000, magazines of 3.000.

## Appendix 2.

FIS SKI JUMPING WORLD CUP

### EVENT AGREEMENT FOR THE STAGING OF FIS SKI JUMPING WORLD CUP COMPETITIONS

between, on the one hand,  
**THE INTERNATIONAL SKI FEDERATION**  
(hereinafter "**FIS**")

and, on the other hand  
**THE NATIONAL SKI ASSOCIATION**  
(hereinafter "**NSA**")

and the  
**LOCAL ORGANISER**

(hereinafter the "**LO**") "BAUHAUS" FIS Ski Jumping World Cup presented by  
"Viessmann"

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WHEREAS:

- (A) FIS is the international federation governing Cross-Country Skiing, Ski Jump-ing, Nordic Combined, Alpine Skiing, Freestyle Skiing and Snowboarding;
- (B) The FIS Ski Jumping World Cup is a series of Ski Jumping competitions held each winter season between athletes representing teams of various National Associations and which takes place in various sites in the world, notably at present in Europe, North America, Asia;
- (C) FIS World Cup competitions result in individual competition results, in overall rankings per discipline and an overall World Cup ranking;
- (D) The organisation of individual FIS World Cup competitions is entrusted to Na-tional Ski Associations, members of FIS;
- (E) National Associations in charge of the organisation of FIS World Cup compe-titions may delegate the organisation to an affiliated club as local organiser;
- (F) NSA, as member of the FIS, has applied for the organisation of the FIS WORLD CUP COMPETITIONS as part of the 2009-2010 FIS SKI JUMPING WORLD CUP;
- (G) Based on a delegation by NSA, the effective organisation of the COMPETI-TIONS is to be undertaken by LO acting as local organiser;
- (H) The present agreement has the purpose of confirming the appointment of NSA and, based on NSA's delegation, of LO, as organisers of the above men-tioned competitions and sets forth the terms and conditions applying to the COMPETITIONS organisation.

“BAUHAUS” FIS Ski Jumping World Cup presented by “Viessmann” 31.08.2009  
I:\JUMPING\WC\Agreements\2009-10\Website.doc Page 4 of 22

## 1. DEFINITIONS

In this AGREEMENT, capitalised terms shall have the following meanings for all purposes:

“COMPETITIONS” means the specific WORLD CUP COMPETITIONS, the organisation of which is the object of this agreement.

“JUMPING HILL” means the area used for the purpose of COMPETITIONS including start, landing and outrun areas, warm-up and areas adjacent to the actual jumping hill. It includes the air space above.

“EVENT” means the COMPETITIONS and all the other elements of the organisation included and/or linked therewith, such as official training, presentation and award ceremonies, official invitations, press conferences etc.

“EVENT FACILITIES” means all locations, offices, reception and meeting room facilities used by the organisation for official purposes in connection with the EVENT (including award ceremonies, race offices, accreditation office, meeting rooms used for official meetings [teams captains' meetings, press conference, announcements, presentations], press centre, service infrastructures).

“EVENT VENUE” means the sites and locations which are used for the purpose of the organisation of the EVENT including the JUMPING HILL and EVENT FACILITIES not included within the HILL.

“FIS” means the International Ski Federation “Fédération Internationale de Ski”). “FIS ADVERTISING RULES” means the guidelines issued by FIS in regard to advertising at WORLD CUP COMPETITIONS.

“FIS TV PRODUCTION GUIDELINES” means the guidelines issued by FIS in regard to TV coverage of i.a. WORLD CUP COMPETITIONS.

“FIS RULES” means all regulations issued by FIS including specifically but not limited to the FIS Statutes, the WORLD CUP RULES, the ICR, the FIS Medical Guide, the FIS Anti Doping Rules and Procedural Guidelines and the Specifications for Competition Equipment and Commercial Markings, as well as any precisions or complements thereto as issued from time to time by FIS.

“ICR” means the International Ski Competition Rules issued by the FIS.

“LO” (Local Organiser) means the entity which takes on the effective organisation of the COMPETITIONS, respectively the EVENT, based on delegation by its' NSA.

“NSA” means the National Ski Association to which the organisation of the COMPETITIONS is granted by FIS based on the application to the Calendar Conference, confirmation thereof by the FIS Council and the execution of this agreement.

“ORGANISING COMMITTEE” means the committee which executes the effective implementation of the organisation of the COMPETITIONS, respectively of the EVENT.

“RACE DIRECTOR” means the FIS Race Director in charge of the FIS SKI JUMPING WORLD CUP.

“SPONSOR GUIDE” means the document issued by FIS that defines the provision of services for the FIS SKI JUMPING WORLD CUP Title and Presenting Sponsors (Exhibit 6).

“DATA & SCORING TECHNICAL REQUIREMENTS” means the document issued by the FIS Timing and Data Service Partner Ski Jumping in regard to services, advertising rights, LO obligations, technical requirements applying to in particular scoring, data and respectively publication thereof on documents, commentator information systems (CIS), TV, or the internet

“WORLD CUP COMPETITIONS” means competitions that are part of the FIS WORLD CUP.

“WORLD CUP RULES” means the Rules for the FIS Ski Jumping World Cup, together with any amendment and/or precision thereof as from the time issued by the FIS. In the context of this agreement, WORLD CUP RULES refers more specifically to the Rules for the FIS Ski Jumping World Cup 2009-2010 together with any amendment and/or precision thereof as issued from to time by the FIS Council on proposal of the Jumping Committee.

“WORLD CUP” means the FIS Ski Jumping World Cup 2009-2010 abbreviated as WORLD CUP.

## 2. APPOINTMENT OF THE ORGANISERS

This agreement confirms NSA's appointment to organise the COMPETITIONS, respectively the EVENT as part of the calendar 2009-2010 established by the FIS Calendar Conference held in Dubrovnik (CRO) on 21.05.2009 and confirmed subsequently by the FIS Council on 12.06.2009.

Based on the delegation of NSA, the LO is appointed to act as race organiser in accordance with art. 202.1.3 of the INTERNATIONAL SKI COMPETITION RULES ("ICR").

NSA and LO hereby accept their appointment in accordance with the terms hereof. Notwithstanding any specification in this agreement, NSA and LO shall be jointly and severally liable for a proper organisation in accordance with the terms of this agreement.

### 3. BASIS OF APPOINTMENT

#### 3.1 FIS RULES and undertakings

The appointment in accordance with clause 2 above is based on the terms and conditions applying to the organisation of WORLD CUP COMPETITIONS as set forth in the FIS RULES and more specifically in:

- The WORLD CUP RULES
- The ICR
- The FIS Statutes

Furthermore, WORLD CUP COMPETITIONS shall be conducted in strict observance of all applicable FIS RULES.

NSA and LO consequently acknowledge and undertake that they will implement the organisation of the COMPETITIONS, respectively of the EVENT in strict compliance with all the FIS RULES applicable to WORLD CUP COMPETITION'S organisation and shall, as an integral part of their obligations under this agreement:

- observe all obligations of the WORLD CUP COMPETITION organisers set forth in the above mentioned FIS RULES and
- take all appropriate measures within their control to procure that the COMPETITIONS (including any element of the EVENT Programme directly relating to their organisation) can be effectively organised and held in compliance with the above mentioned applicable rules.
- for the avoidance of doubt and subject to FIS' expressed written permission to the contrary, LO shall not add any additional race to the EVENT programme.

NSA and LO further warrant and represent to FIS that all the answers, statements and representations made towards FIS during the application process were truthful and they warrant that they will respect any undertakings made during the same process on the understanding that these answers, statements, representations and undertakings form the basis of their appointment and of their obligations pursuant to this agreement in addition and complement to any obligation specifically set forth herein.

#### 3.2 Relevant Rules / subsequent changes

The FIS RULES at the time of execution of this agreement shall form the basis of the appointment. As a matter of principle, FIS RULES shall not be amended with effect during the term of this agreement in a manner which significantly and adversely affects the interests of NSA/LO without a valid reason. In the event of such change, the parties shall look in good faith for solutions taking into account the legitimate interests of NSA/LO. In the event no such solution can be found, the NSA/LO shall have an option to opt out of the agreement. "BAUHAUS" FIS Ski Jumping World Cup presented by "Viessmann" 31.08.2009

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#### 4. ORGANISING COMMITTEE

An Organising Committee shall be entrusted with the execution of the operational aspects of the organisation of the COMPETITIONS, respectively of the EVENT. Such Organising Committee shall be formed by the LO. It shall include at least all the positions set forth in ICR 401 and the persons designated by FIS in accordance with art. ICR 403.

All members of the Organising Committee appointed by LO shall have the appropriate competence/experience necessary to carry out their duties. The Organising Committee shall use at least one of the FIS languages (E/F/D) in all official documents and meetings (official programme, team captains meetings, jury meetings, LO meetings with international participation, etc.).

Once formed and in operation, the Organising Committee shall execute the operational aspects of the organisation and staging of the COMPETITIONS, respectively of the EVENT and serve as FIS' contact for all purposes in connection thereto.

It is clarified that notwithstanding any position held herein by persons designated by the FIS, the Organising Committee is acting on behalf of the LO and NSA which shall in any case remain directly, responsible for the proper performance of all the obligations relating to the organisation and staging of the COMPETITIONS, respectively of the EVENT.

#### 5. ROLE OF FIS RACE DIRECTOR

The RACE DIRECTOR and the TECHNICAL DELEGATE shall be in charge of the overall supervision of the conduct of the organisation in accordance with the FIS RULES and the terms of this agreement.

In the event a matter affecting the organisation cannot be solved in application of the FIS RULES, the RACE DIRECTOR shall be in charge to decide appropriate measures.

The RACE DIRECTOR (as Referee) is a member of the Competition Management and the Organising Committee, as defined in the ICR.

#### 6. THE COMPETITIONS

The COMPETITIONS include the following WORLD CUP COMPETITIONS to be held in ...:

- HS ...to be held at night on ...
- HS ...to be held at night on ...

It is understood and agreed that the above dates may be subject to modifications as set forth in this agreement. "BAUHAUS" FIS Ski Jumping World Cup presented by "Viessmann" 31.08.2009 I:\JUMPING\WC\Agreements\2009-10\Website.doc Page 8 of 22

## 7. THE EVENT PROGRAMME & SCHEDULE

### 7.1 Elements of the EVENT programme

The EVENT PROGRAMME includes the following principal elements:

- The COMPETITIONS (including training, inspections, etc.)
- Public Official Presentation and bib number announcement ceremonies
- Winner and prize-giving ceremonies
- Team Captain's Meeting

At the discretion of the LO, the EVENT PROGRAMME may further include other facultative related elements such as an official entertainment pro-gramme, official invitations, etc.

A provisional EVENT schedule is attached hereto as EXHIBIT 1.

Given the nature of WORLD CUP COMPETITIONS as outdoors events subject to outside circumstances, such as weather and facility conditions which may affect the COMPETITIONS themselves and/or preceding WORLD CUP COMPETITIONS (modification of travel plans), the EVENT schedule may be amended at all time as necessary to secure as a priority the effective organisation of the COMPETITIONS as well as of other WORLD CUP COMPETITIONS that are part of the [2009-2010] calendar (preceding or following).

For this purpose and in particular:

- Subject to compliance with the requirements of the FIS RULES, the dates of the COMPETITIONS and/or of training may be changed by the Competition Management within the period of the FIS World Cup event in ... as defined under article 6.
- The schedule of all other elements of the EVENT Programme may be adapted as appropriate in accordance with changes having the purpose of preserving the effective organisation of the COMPETITIONS within the above period.

The effective detailed schedule of the EVENT, including all the above elements, shall be established and amended in close consultation with the FIS from time to time as necessary.

The schedule of the COMPETITIONS and of training, as well as any necessary adaptations thereof, shall be determining and have priority in the establishment of the schedule.

It is clarified that any modification of the schedule with the consequence of COMPETITIONS to be held outside of the period set forth above, requires the agreement of the Organising Committee. It is also clarified that modifications due to circumstances at other WORLD CUP Events may not be implemented without the agreement of the Organising Committee, unless they do not result in a change of the date on which a particular COMPETITION is scheduled to be held (i.e. may affect training only) or they are due to changes of the travel circumstances affecting arrival of participants beyond control of the FIS (i.e. in "BAUHAUS" FIS Ski Jumping World Cup presented by particular changes in the arrival which are not a necessary consequence of a postponement of a previous WORLD CUP COMPETITIONS which would render a timely arrival impossible given the existing travel possibilities).

LO shall provide to FIS for its approval at the latest 3 months in advance of the scheduled date of the first RACE a detailed EVENT Programme setting forth the planned schedule and adequate details (e.g. location, environment, speakers etc.) of each element of the Programme other than the COMPETITIONS and trainings. As a general undertaking under this agreement, the LO shall organise, respectively take all the necessary measures and/or provide all necessary infrastructures, support and services necessary for the proper organisation of all the elements of the EVENT PROGRAMME.

Such obligation shall apply strictly in connection with the organisation of the COMPETITIONS with the applicable FIS RULES and all the elements of the Programme which are directly and necessarily linked with such organisation, such as official training, tests, Team Captain's meetings, official presentations and award ceremonies. It is clarified that other elements of the EVENT Programme which have solely entertainment purposes and which have been proposed by LO as a complement to the core EVENT Programme (such as invitations, entertainment programme, etc.) may be changed or suppressed by the LO after consultation with FIS to the extent such modification or suppression does not affect the organisation of the COMPETITIONS and are not covered by specific binding undertakings given to the FIS in the course of the application process. This applies also to entertainment programmes around core elements (e.g. changes in the entertainment around the athlete's and/or bib numbers' presentation). However, once the EVENT Programme has been finalised, approved by FIS, LO shall use all its very best efforts to implement in full including the elements which have only entertainment purposes and for which no binding commitment exists.

## **7.2 Consequence of cancellation of COMPETITIONS/EVENTS**

All cancelled COMPETITIONS / EVENTS return to FIS. COMPETITIONS, which have to be cancelled due to "force majeure", or non-fulfillment of requirements may, in exceptional cases, be re-allocated or rescheduled. Reference is made to article 1.4 of the FIS Ski Jumping World Cup Rules.

In case of cancellation due to "force majeure" and without prejudice to any other solution to be decided by FIS, NSA may submit a proposal for appropriate re-allocation.



## 8. EVENT VENUE

### 8.1 In general

The EVENT VENUE including the JUMPING HILL and all the EVENT FACILITIES can be inspected as part of the application procedure. An eventual inspection report including answers and undertakings given by LO is annexed hereto as EXHIBIT 2 and shall form an integral part of this agreement. "BAUHAUS" FIS Ski Jumping World Cup presented by "Viessmann"

The EVENT VENUE shall include i.a. appropriate facilities to conduct Anti-Doping controls according to the specifications described in the Procedural Guidelines of the FIS Anti-Doping Rules.

Further, it shall include an appropriate facility to conduct equipment control. LO undertakes to maintain or, to the extent required in the inspection report, improve the EVENT VENUE. Any material change in any element of the EVENT VENUE or delay in improvement or installation to get all elements of the EVENT VENUE ready in accordance with requirements set forth in the inspection report shall be immediately notified to FIS.

Access to the EVENT VENUE shall be granted upon request of the RACE DIRECTOR for the purpose of additional inspections during the preparation period. All elements of the EVENT VENUE shall be prepared and be operational in due time for the proper organisation of the EVENT.

### 8.2 JUMPING HILL

The JUMPING HILL is listed together with the homologation numbers in EXHIBIT 3. All competitions have to be carried out on FIS internationally homologated JUMPING HILLS.

LO shall regularly report on the state of preparation of the JUMPING HILL and more specifically but not limited thereto, on the snow conditions in the period preceding the scheduled dates of the COMPETITIONS.

The preparation of the JUMPING HILL must be guaranteed by snowmaking facilities with sufficient capacity.

An appropriate preparation and maintenance of the JUMPING HILL is of the essence of this agreement. LO consequently agrees that it shall take all possible measures to ensure that the JUMPING HILL be ready in the best possible conditions to be used for training and the COMPETITIONS. In particular, LO will implement measures requested by the TECHNICAL DELEGATE and/or FIS RACE DIRECTOR.

The JUMPING HILL includes start, landing and outrun areas which shall be designed and equipped in accordance with the specifications and guidelines issued by FIS.

## 9. ATHLETES & TEAM PERSONNEL

### 9.1 Qualification

Registered athletes qualified in accordance with WORLD CUP RULES and within the applicable quotas have to be entered for the COMPETITIONS, subject to timely registration by their respective National Ski Association. "BAUHAUS" FIS Ski Jumping World Cup presented by "Viessmann" 31.08.2009  
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### 9.2 Accommodation and board / travel

The LO shall comply with the requirements set forth in this respect in the WORLD CUP RULES.

The LO shall accordingly:

- Provide accommodation and board for athletes within the applicable quotas and during the specified periods free of charge.
- Pay the contribution to travel expenses of the qualified athletes.
- Procure that the maximum price set forth in the WORLD CUP RULES be respected within the applicable quotas and the specified periods.
- Provide free of charge the waxing cabins (service areas) necessary for the storage and preparation of skis either within the hotels or in a separate facilities (containers) as defined in the WORLD CUP RULES.
- Provide parking close to the competition areas. Provision of parking is subject to local circumstances which may result in limited or no availability. Subject to the same, parking facilities shall also be provided to service personnel of hardware suppliers in appropriately limited numbers.

Accommodation and board shall be provided at the level of quality set forth in the WORLD CUP RULES.

In the event, LO fails to provide free accommodation according to the quota for the athletes and officials, and/or to reimburse travel expenses and/or to secure observance of maximum prices, the National Ski Association(s) concerned shall have a claim for payment for expenses not covered, respectively for reimbursement of the amounts of supplementary costs incurred by the National Associations and shall, if necessary, be entitled to exercise such claim directly against LO through arbitration in accordance with clause 32 below (subject to an agreement between the concerned parties to submit the matter to another court or arbitration court).

Notwithstanding the above, FIS shall alternatively be entitled to claim the concerned amount from NSA in its own name but on account of the concerned National Associations from NSA, and NSA shall in turn have a corresponding claim against LO (including for its own claim if any), all such claims being subject to arbitration in accordance with clause 32 below (subject to an agreement between the concerned parties to submit the matter to another court or arbitration court).

Service personnel and representatives of hardware equipment companies who are not entered as service personnel on the entry forms of a National Association are not entitled to the specified maximum price conditions for team officials. However,

the LO shall use its best efforts to assist with accommodation of the persons set forth on the Equipment company list provided by FIS.

### 9.3 Prize-Money

The LO shall make available and pay prize-money in connection with each COMPETITIONS as set forth in the WORLD CUP RULES.

In the event, LO does not decide to apply a higher prize-money, the minimum prize-money shall be applicable. "BAUHAUS" FIS Ski Jumping World Cup presented by "Viessmann"

In the event, LO fails to pay the applicable prize-money, the athlete(s) concerned shall have a claim for payment and shall, if necessary, be entitled to exercise such claim directly against the LO through arbitration in accordance with clause 32 below (subject to an agreement between the concerned parties to submit the matter to another court or arbitration court).

Notwithstanding the above, FIS shall alternatively be entitled to claim the amount concerned from the organising NSA in its own name, but on account of the National Associations of the athletes to whom the prize money is due from the organising NSA who shall in turn have a corresponding claim against its' LO, all such claims being subject to arbitration in accordance with clause 32 below (subject to an agreement between the concerned parties to submit the matter to another court or arbitration court).

## 10. ACCREDITATION

LO shall establish an accreditation system including the standard access zones set forth in EXHIBIT 4.

LO shall grant corresponding access (i.e. corresponding accreditation) to bearers of FIS season accreditation. Further, special access cards issued by the FIS (e.g. press corridor, media centre, restricted areas within the finish area) shall be accepted. LO shall instruct its control personnel accordingly.

LO shall issue accreditation with appropriate access zones for the various groups that include athletes, team officials, servicemen, NSA officials, sponsors, partners, VIPs, special guests, etc. according to the WORLD CUP RULES and the accreditation matrix in EXHIBIT 4.

LO shall also issue accreditation with appropriate access zones to specified personnel and representatives of the equipment companies providing services to teams without being entered on an entry form of a National Association. A list valid for the season bearing the names of the persons and required access shall be provided to LO by the FIS. As a matter of principle, servicemen of the equipment companies so entered shall have access rights equivalent to servicemen entered by a National Association.

In all cases, access to the actual JUMPING HILL is restricted and subject to specific additional special permits issued under the control of the TECHNICAL DELEGATE and/or RACE DIRECTOR.

LO may issue accreditation to persons who are not bearers of FIS season accreditation. In such case however, issuance of an accreditation giving access to

any competition area shall be subject to the concerned person applying for FIS ad hoc accreditation by executing the application form set forth in EX-HIBIT 5.

The application shall be forwarded to FIS without delay. In the event the application is rejected by FIS, the accreditation issued by LO shall be withdrawn. A person under a sanction of ineligibility issued by FIS or by another entity when such has to be recognised notably in accordance with the FIS Anti-Doping Rules may not be given an accreditation valid in connection with the EVENT during the ineligibility period. "BAUHAUS" FIS Ski Jumping World Cup presented by "Viessmann"

## **11. SAFETY EQUIPMENT**

Safety equipment used on the JUMPING HILL shall comply with the applicable technical standards.

## **12. TECHNICAL INSTALLATIONS & SERVICES**

### **12.1 Communication**

LO shall ensure communication through safe and stable communication systems with back up.

### **12.2 Data & Scoring**

Data and Scoring services are provided through FIS to guarantee a high technical standard of measuring systems and evaluation (e.g. for TV, print, FIS live timing, commentator info) and to assure a corporate identity of the TV graphics and print material for all "BAUHAUS" FIS Ski Jumping World Cup events.

The corresponding advertising rights set forth, in particular on screen inserts, on site banners and markings/ logo/name on lists and publications shall be duly respected and implemented by NSA/LO.

LO must publish and distribute the actual FIS World Cup standings which have been transmitted from the FIS data service to the FIS, press, team leaders and officials both before and after the competitions.

Data and scoring generated from all FIS World Cup competitions is at the disposal of FIS, the Organiser, National Ski Association and participants for use in their own publications, including websites. Use of data and scoring on websites is subject to the conditions laid down in the FIS Internet Policies.

Applications for any kind of studies and research projects (wind studies, biomechanics, speed measuring systems, aerodynamics etc.) during the whole event must be submitted by the respective National Ski Association and sent in writing to FIS (Jumping Committee) for approval at least 2 weeks beforehand.

### **13. CONDUCT OF COMPETITIONS**

All competitive aspects shall be organised and conducted in strict compliance with the provisions of the ICR specified by the WORLD CUP RULES.

LO shall strictly comply with all the above rules and requirements, respectively take all appropriate measures within its power to secure their application. It shall duly perform all the duties and obligations arising therefrom, which shall form an integral part of its duties and obligations under this agreement and non compliance therewith shall constitute a breach of this agreement. "BAUHAUS" FIS Ski Jumping World Cup presented by "Viessmann"

### **14. FOREJUMPERS**

LO shall arrange the necessary number of qualified forejumpers according to the ICR.

### **15. RESCUE – MEDICAL SUPPORT REQUIREMENTS**

LO shall set up and operate during all competition times (training and COMPETITIONS) an appropriate rescue service. Medical Support Requirements for FIS Event Organisers are set forth in the ICR, 221.6 as well as chapter 1 of the FIS MEDICAL GUIDE (containing Medical Rules and Guidelines).

### **16. PRESS & MEDIA**

#### **16.1 General**

LO shall ensure adequate working conditions and a high service for the press and media.

The Press & Media Service of the EVENT shall be established and operated in conformance with the instructions of the FIS PR and Media Committee, the FIS Communications Department as well as the International Association of Ski Journalists (AIPS).

#### **16.2 Press Accreditation**

Appropriate accreditations have to be issued for the different categories of press and media representatives (written press, photographers, radio, TV, etc).

The press and media representatives who are bearers of FIS season accreditations and special access cards shall be granted direct access and/or corresponding accreditation at the EVENT. The LO will receive a list of all FIS season accreditation holders on request.

In any event however, specific application to LO shall be necessary for hotel room reservations, special wishes concerning working facilities and equipment in the press centre, etc.

### **16.3 PR and Media Coordinator**

The LO Chief of Press will be supported by the FIS World Cup press coordinator, nominated by the FIS, for general services regarding PR information, press service, winner and prize giving ceremonies, press conferences etc. The LO has to pay for his travel, accommodation and meals.

### **16.4 Personnel**

In order to secure an appropriate level of service, LO shall designate at least the following persons in charge of press and media related functions:

- An experienced Chief of press
- A Photographer's Coordinator responsible for the photographer's service "BAUHAUS" FIS Ski Jumping World Cup presented by "Viessmann"

### **16.5 Press & Media Facilities**

LO shall set up as part of the EVENT FACILITIES an appropriately equipped press centre as well as the necessary working facilities for accredited media and photographers. Depending on local circumstances, a sub press centre may have to be installed at or in the vicinity of the JUMPING HILL.

Specific areas, places and corridors have to be arranged at the JUMPING HILL including specifically the finish area, in order to provide adequate working conditions for the written press, photographers, film teams, etc. They shall be adapted to the number of journalists and be appropriate to conduct all the press and media activities including unilateral interviews, live radio broadcasts etc.

### **16.6 Communication access and charges**

LO shall provide free access to telephone and telecommunication lines in the press centre.

However, usage fees for effective communications and specific services such as WIFI can be charged at cost by LO or directly by the companies providing the service. LO shall not apply a margin over its cost price nor receive any commission on usage fees.

LO shall provide to accredited press and media representatives, hotel accommodation of a good standard at favourable conditions in the nearby area.

### **16.7 Press information service / Winner's Press Conference**

LO shall operate before, during and after the EVENT, an active press information service. Such shall include regular communications, information meetings and press conferences.

Immediately after each COMPETITION, a press conference with the 1st, 2nd and 3rd placed competitors must be held in an appropriate room of the press centre (or sub press-centre as applicable).

## **17. NAME OF WORLD CUP - OF THE EVENT - WORLD CUP LOGO AND CORPORATE IDENTITY**

### **17.1 In general**

The official name and logo of the WORLD CUP: FIS World Ski Jumping as well as the name and logo of FIS as shown on EXHIBIT 7 are the sole property of FIS. LO shall have the right to use the above names and logos in full and including the title and presenting sponsor's name (with or without site indication) strictly for the purpose of the organisation of the EVENT. "BAUHAUS" FIS Ski Jumping World Cup presented by "Viessmann" 31.08.2009 I:\JUMPING\WC\Agreements\2009-10\Website.doc Page 16 of 22

### **17.2 EVENT Publications**

LO shall have the obligation to do so whenever, it refers to the COMPETITIONS/EVENT in communication/promotion material as defined in EXHIBIT 6, FIS SPONSOR GUIDE such as:

- On the website used as official website of the EVENT
- The EVENT Poster(s)
- Banners or other supports bearing the EVENT Name
- The EVENT program (publication)
- All publications of the EVENT, including press inserts, press releases, start and result lists and any other official publication of the EVENT.

EVENT publications may also bear the names and/or logos of other sponsors and/or technical service provider, however in a manner and fashion which does not create confusion as to the fact they are sponsors of and/or supply services to the EVENT and not to the overall FIS WORLD CUP.

As a rule, the official name and logo of the FIS WORLD CUP including title sponsor name as well as the name and logo of FIS shall appear at the top of the lay-out, with the other sponsors and technical suppliers at the bottom or otherwise separated as described in EXHIBIT 7 CORPORATE IDENTITY AND WORLD CUP LOGOS..

All the official publications including COMPETITION data must use the lay-outs provided by the FIS as set forth in the DATA & SCORING TECHNICAL REQUIREMENTS.

The lay out of other communication supports (whether printed and/or in a website or on any other support) used in connection with the EVENT, shall be submitted to FIS for prior approval, such approval not to be unreasonably withheld or delayed.

### 17.3 Use by EVENT Sponsors

Subject to art. 20, LO shall be entitled to grant the right to use the WORLD CUP name and logo always in conjunction with designations specific to the EVENT provided such is (1) used only for promotional purposes and not for licensing and merchandising purposes, (2) always in full including WORLD CUP Title Sponsor, (3) never in a way which unduly creates a link between an EVENT Sponsor and the WORLD CUP as a global event<sup>1</sup> and (4) always in compliance with the graphical specifications provided by FIS.

### 17.4 Corporate Identity

Each FIS World Cup EVENT is a part of the worldwide FIS World Cup series. The standard FIS Corporate Identity with basic elements has to be taken into consideration including use of the FIS logo, the name "FIS World Cup" according to the document "FIS Corporate Identity for FIS World Cup".

<sup>1</sup> E.g. XXX sponsor of the Kuusamo HS 142 competition of the FIS SKI JUMPING WORLD CUP but not : XXX sponsor of the FIS SKI WORLD CUP HS 142 in Kuusamo "BAUHAUS" FIS Ski Jumping World Cup presented by "Viessmann"

### 18. EVENT PROGRAMME (PRINTED PROGRAMME)

LO shall issue a printed programme of good standing and quality.

Such programme shall include the obligatory content set forth in art. 213 ICR unless such have been included in another publication.

Further, the following shall be placed at FIS disposal free of charge:

- The identification defined in EXHIBIT 6, FIS SPONSOR GUIDE
- One full colour (if the programme is printed in colours) advertising page in a good location for use by the WORLD CUP Title Sponsor
- The possibility to communicate a message from FIS, if requested by FIS in due time

The cover page of the printed programme shall bear the official name and logo of the FIS WORLD CUP as well as the name and logo of FIS in a prominent position. The proposed lay-out and content of the program shall be submitted to FIS for prior approval, such approval not to be unreasonably withheld or delayed. Printing dead-lines shall be communicated in due course.

### 19. ENVIRONMENTAL OBLIGATIONS

LO acknowledges and agrees that respect for the environment is an important consideration in the organisation and staging of the EVENT and undertakes to perform their obligations and activities under this agreement in a manner which embraces the concept of sustainable development, complies with applicable environmental legislation and, whenever and wherever possible, serves to promote the protection of the environment.



## 20. ADVERTISING

All advertising and commercial markings and supports used at the EVENT shall comply with the specifications set forth in the applicable FIS ADVERTISING RULES and to the relevant provisions of the FIS TV PRODUCTION GUIDELINES (see in particular but without limitation art. 1.3 and 1.4).

The WORLD CUP Title Sponsor rights as specified in Exhibit 6 are reserved. LO shall procure an effective enforcement and protection of all the WORLD CUP Title Sponsor rights. Upon request, it shall provide assistance and equipment (transport/tooling) for the purpose of the installation and dismantling and removal of advertising supports and infrastructures used in this respect.

In the interest of the single event sponsors of LO, NSA and the FIS World Cup Title Sponsor, the competition venue shall be placed ready without advertising. Any title rights for a venue may only be visible at a FIS World Cup event if there is no branch conflict with the Title Sponsor or the event sponsors, and the FIS ADVERTISING RULES are observed. "BAUHAUS" FIS Ski Jumping World Cup presented by "Viessmann"

## 21. TV COVERAGE

It is an essential condition for the organisation of WORLD CUP COMPETITIONS that a high quality TV coverage of the EVENT be secured which guarantees the availability of an international TV signal for the entire duration of the competition enabling live transmission. Furthermore, a broad TV distribution shall constitute the priority objective.

Agreements regarding TV production and distribution of the COMPETITIONS are to be entered by NSA in accordance with art. 208.1 ICR.

NSA shall ensure that the agreement with the host broadcaster shall incorporate the FIS TV PRODUCTION GUIDELINES. Further, the agreement shall include the obligation to comply with the requirements set forth in the DATA & SCORING TECHNICAL REQUIREMENTS (in particular use of standard graphical layouts for data information and inserts).

Subject to any applicable broader legal access right, News access rights within the meaning of art. 208.6 ICR shall apply and be reserved in all TV agreements.

NSA shall inform and consult FIS in connection with the negotiation of the agreements in connection with TV coverage of the COMPETITIONS (208.1 ICR).

## 22. INSURANCE

LO shall enter into insurance contracts providing for full coverage of its civil liability in connection with the organisation and staging of the COMPETITIONS. Such insurance shall cover i.a. the members of the Organising Committee and of the Competition Management, including specifically FIS' representatives which are members thereof. FIS shall be in charge of providing civil liability insurance for its officers and staff members who are not part of the Organising Committee and of the Competition Management.

The insurance to be established by LO shall provide cover for an amount of at least CHF 3'000'000.-- (three millions Swiss Francs) for each occurrence .  
The insurance coverage shall be in place at the latest on the day before the first training day. Copy of the relevant insurance contract or cover shall be submitted to the Technical Delegate.

### **23. FIS/LO MUTUAL ASSISTANCE**

FIS shall share its knowledge and expertise, which it has acquired over the years as a result of it overseeing the organisation of previous WORLD CUP EVENTS, to assist LO in relation to the planning, organisation and staging of the EVENT. In particular, FIS will provide:

- support by the Race Director throughout the preparation phase as well as during the event itself and of the Assistant Race Director
- the services of an equipment controller for the competitions
- the services of PR & Media Coordinator for the competitions  
“BAUHAUS” FIS Ski Jumping World Cup presented by “Viessmann”
- support from the FIS Marketing and Communications Department
- administrative support from the FIS Office staff with the provision of all relevant FIS World Cup documentation, including technical documentation, rules, quotas, info sheets
- advice and support of the FIS IT Manager for timing and data issues
- its best endeavours to encourage and facilitate the participation of top ranked athletes

### **24. TERMINATION AND CONSEQUENCES OF TERMINATION**

FIS may terminate this agreement forthwith by giving written notice to LO and NSA in the event that:

- (a) NSA or LO (or any of them) commit a material breach of this agreement and, in the case of such breach being capable of remedy, does not remedy such breach within thirty (30) days of being given notice in writing specifying the breach and requiring it to be remedied. This deadline can be shortened if circumstances so require.
- (b) Any of the representations and undertakings given by NSA or LO prove to be untrue or inaccurate or are not respected and given full force and effect by or on behalf of NSA or LO;
- (c) circumstances arise (such as, by way of example but not limitation financial situation of LO, war or civil disorder, change in the political environment) such that FIS believes that the successful organisation of the COMPETITIONS and/or the safety thereof would be threatened or jeopardised in any way.

If the cause of termination consists of a breach by NSA or LO of their obligations or undertakings which FIS can remedy by acting itself or by having a third party acting instead of NSA or LO, FIS shall have the right, at its sole discretion, not to terminate this agreement and to have the breach thus remedied. In such case, FIS shall be entitled to claim reimbursement of any appropriate cost incurred in this respect.

NSA or LO may terminate this agreement forthwith by giving written notice to FIS in the event that FIS commits a material breach of this agreement and, in the case of such breach being capable of remedy, does not remedy such breach within thirty (30) days of being given notice in writing specifying the breach and requiring it to be remedied. This dead-line can be shortened if circumstances so require. The right to terminate this agreement shall in any event be without prejudice to any other right or remedy of the parties.

Upon termination of this agreement, FIS shall have the right to arrange at its sole discretion the organisation of the COMPETITIONS at any other venue and in co-operation with any other entities. "BAUHAUS" FIS Ski Jumping World Cup presented by "Viessmann" 31.08.2009 I:\JUMPING\WC\Agreements\2009-10\Website.doc Page 20 of 22

## **25. INDEMNITY**

NSA and LO jointly and severally agree to protect, indemnify and hold harmless FIS from and against any and all liabilities, damages, costs and expenses (including reasonable legal fees) whatsoever and from any claims, actions or judgements whatsoever (whether brought or threatened) arising directly or indirectly out of or in any way connected with claims linked with NSA and/or LO's acts or omissions in connection with the organisation and staging of the EVENT (or any part or aspect thereof) where such acts or omissions are in breach of their obligations and duties pursuant to this agreement.

FIS agree to protect, indemnify and hold harmless NSA and/or LO from and against any and all liabilities, damages, costs and expenses (including reasonable legal fees) whatsoever and from any claims, actions or judgements whatsoever (whether brought or threatened) arising directly or indirectly out of or in any way connected with claims linked with FIS' acts or omissions in connection with the organisation and staging of the EVENT (or any part or aspect thereof) where such acts or omissions are in breach of FIS obligations and duties pursuant to this agreement.

## **26. WAIVER**

No delay or failure by either party to exercise any of its rights or remedies under this agreement shall operate as a waiver by that party of any such rights or remedies and such rights and remedies may be exercised at any time and as often as the party entitled to such rights or remedies deems fit.

## **27. ASSIGNMENT**

This agreement is personal to the parties and, except as provided otherwise in this agreement, neither party may assign, transfer or sub-licence any of its rights or obligations hereunder without the prior written consent of the other party.

## **28. NO JOINT VENTURE**

Nothing in this agreement shall be taken to constitute a joint venture between on the one hand NSA and LO (or any of them) and on the other hand FIS.

## 29. AMENDMENT

Any amendment to this agreement shall be in writing.

## 30. NOTICES

All notices to be served under this agreement shall be in writing and shall be served either by registered delivery or personal delivery to the addresses be-low or to such other address as a party may notify in writing. Notices shall be deemed to have been received on delivery if delivered by hand and, in the case of registered delivery, forty eight (48) hours after registration.

NSA and LO acknowledge and agree that service by FIS of any notice here-under on any one of them shall be deemed to be valid service of that notice by FIS on both of them. "BAUHAUS" FIS Ski Jumping World Cup presented by "Viessmann"  
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Notices to FIS shall be served at the following address:

FIS, INTERNATIONAL SKI FEDERATION

Blochstrasse 2, CH-3653 OBERHOFEN

Attn: Sarah Lewis, FIS Secretary General

Phone: + 41 33 244 61 61

Fax: + 41 33 244 61 71

Notices to NSA shall be served at the following address:

Notices to LO shall be served at the following address:

## 31. SEVERABILITY

In the event of any provision of this agreement shall be void or unenforceable by reason of any provision of applicable law, it shall be deleted and the re-maining provisions hereof shall continue in full force and effect and, if neces-sary, be so amended as shall be necessary to give effect to the spirit of this agreement so far as possible. "BAUHAUS" FIS Ski Jumping World Cup presented by "Viessmann"

### **32. APPLICABLE LAW & ARBITRATION**

This agreement shall be subject to Swiss Law.

Any dispute which cannot be solved amicably shall be exclusively settled by an arbitral panel of the Court of Arbitration for Sport in Lausanne (Switzerland) in accordance with the provisions of the Code of Sports-related arbitration.

Oberhofen, 31.08.2009

#### **INTERNATIONAL SKI FEDERATION**

Gian Franco Kasper

Sarah Lewis

President

Secretary General

#### **THE NATIONAL SKI ASSOCIATION**

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#### **LOCAL ORGANISER**

“BAUHAUS” FIS Weltcup Skispringen presented by “Viessmann” 31.08.2009  
I:\JUMPING\WC\Agreements\2009-10\Exhibits.doc Page 1 of 16

## **EXHIBIT 1: PROVISIONAL SCHEDULE (TO BE CONFIRMED)**

### **FIS WORLD CUP Ski Jumping 2009-2010**

The starting times list will be published on the FIS Website in October 2009. "BAUHAUS" FIS Weltcup Skispringen presented by "Viessmann" 31.08.2009  
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## EXHIBIT 2: CHECK LIST

<b>ORGANISATION of WORLD CUP COMPETITIONS in SKI JUMPING Items</b>
Site
Organiser
Date of Inspection
<b>Preparations</b>
Meetings
Assignments
Presentations
<b>Organisational aspects</b>
Attendance list
Organising Committee
Competition Committee
Legal aspects
Rules
Contracts
Marketing
Accommodation
Accreditation
Security
Entertainment, Speaker
Hospitality
<b>Schedule of the event</b>
Invitation
Entries
Information (Media, Teams, Officials)
Arrival of the Teams
Transport from the airport
Meals, time for meals
Team Captains' Meeting
Press Conference
Official Training
Qualification
Trial round
1 <sup>st</sup> competition round
Break
Final round
Winners ceremony
Winners press conference
<b>Technical terms</b>
Name and size of Jumping Hill
Certificate valid until
Transport from and to the Jumping Hill
Parking lots

Athletes compound
Coaches platforms
Equipment and service
Warm up rooms
Transportation on site





## ACCREDITATION GUIDELINES 2010/2011

CROSS-COUNTRY, ALPINE, SKI JUMPING, NORDIC COMBINED, FREESTYLE  
AND SNOWBOARD



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## 1. Introduction

The International Ski Federation is responsible for the entire accreditation process for each six (6) disciplines; alpine skiing, cross-country skiing, ski jumping, nordic combined, snowboard and freestyle.

The premise for a FIS season accreditation system is set in the International Competition Rules (ICR), 200-section. The goals of the FIS season accreditation system are two-fold. On one side, the system is intended to provide better service to the regular attendees of the FIS World Cup events, such as the teams and industry, tour service providers and race officials. On the other side, it seeks to help the organizing committees save cost and efforts in managing the accreditations as well as providing them with guidance regarding the level of access to be provided to the regular contributors of the World Cup series. The FIS season accreditation does not replace the local accreditations but rather supplements them.

The Guidelines for accreditation were approved by in autumn 2010 and stipulate the mandatory accreditation system for specified the FIS World Cup events. A valid FIS accreditation is a condition to get access to controlled areas at the FIS World Cup events.

The implementation of the Accreditation Guidelines is responsibility of the FIS Marketing Project Coordinator Edwina Fordyce. On events the responsibility is on FIS Race Director at competition venue and Media Coordinator in the area of administration and media.

During the preparation for the World Cup events, the Media Coordinator serves as the contact person for the National Federation, Local Organizing Committee and TV Companies.

Contact persons:

For Media	Sofia Olsen	<a href="mailto:olsen@fisski.com">olsen@fisski.com</a>
For Cross-Country	Sandra Spitz	<a href="mailto:spitz@fisski.com">spitz@fisski.com</a>
For others	Kathrin Lussy	<a href="mailto:marketing@fisski.com">marketing@fisski.com</a>

## 2. Overview of accreditation

The purpose of the accreditation is to identify people and their roles at the FIS World Cup events and allow them necessary access to perform their roles.

Accreditation is a necessary working tool to manage the large number of people participating in the FIS World Cup series, to facilitate their movements in a flexible and secure fashion.

Accreditation:

- Guarantees that only the appropriately qualified persons are entitled to take part or perform official functions in the FIS World Cup
- Carefully selected number of groups has access to areas they need to go to perform their official functions
- Ensures that these groups reach these areas in safe and orderly manner

In the long term, the vision of the FIS season accreditation is to provide a clearly identified but limited number of key stakeholders of the tour direct access to their working areas during the entire season.

The new things in the FIS season accreditation for season 2010/2011:

- The number of groups that will be assigned a FIS Season Accreditation have been reduced by 33 %
- A new Accreditation system will be implemented for the Cross Country World Cup and will serve as a pilot case for the other disciplines
- FIS Online entry system in the Alpine Ski World Cup
- Each FIS season accreditation card will have a personalized code providing key information such as the nation, role and special access privileges given to its holder.

### **3. Rights and Obligations of each party**

All stakeholders have rights and obligations concerning the FIS season accreditation.

#### **FIS**

The FIS provides the FIS season accreditation as an access credential for regular the World Cup visitors and as a support service for the FIS World Cup Organizers.

The FIS will take care of

- marketing the FIS season accreditation
- creating the database
- creating the accreditation system and offering it online as free of charge
- personalized code for each accreditation card

The FIS will offer each Organizing Committee their own access details to enter the Member Section of the FIS Website, where they can download an automatically updated and dated list of all holders of FIS season accreditation (in alpine with CA or RA access) in their discipline.

When the FIS has admitted the accreditation, it has secured the background and made sure this person strictly comply with the International Competition Rules (ICR) and their by-laws and will strictly follow all instructions of the organizers, the competition jury, race directors and other representatives of the FIS.

The FIS has following rights:

- modify and develop the accreditation system
- receive the requested list of accredited persons with contact details from each OC after the World Cup events
- to close the use of Member Section from the OC if the OC does not fill their rights and obligations.

#### **OC**

Each OC should name a local Accreditation person, who is responsible of lists from the FIS and to the FIS available already two weeks before event. During the event she/he should be available as a point of contact during the opening hours of accreditation office.

Each OC needs to have suitable facilities for accreditation, as well as desk and chairs (at least 2m x 2m space with minimum of one desk and two chairs). The facilities should be easily accessible to teams, industry and FIS Officials.

Each OC is responsible for sending the participants lists (media, guests, local accreditations, FIS accredited persons) with contact information for FIS Accreditation person latest two (2) weeks after the World Cup event.

OC has following rights:

- to have access on the FIS Member Section
- to organize local accreditation

OC has following obligations:

- to check and secure all local accredited persons
- to check the team entries according the codes
- to send FIS the accreditation list after the event
- make accreditation link to FIS season accreditation from their home page

### **User**

User can be industry person, national ski association or media person/group. He has following obligations:

- sign in to system and apply for accreditation
  - alpine national ski association submission of team entries
  - cross-country skiing submission of team entries and accommodations for the Tour de Ski
- interactivity with contact details
- to apply for FIS Season accreditation for Media, person has to be present at least XX events per Season 2009/10.

User group has following rights:

- get personal code and access to FIS Member section
- free use of online accreditation and Member section
- FIS Season accreditation is valid for season 2010/11
- FIS Season accreditation guarantees the entry for World Cup events

User also:

- agree to the use of electronic communication in order to enter your personal data;
- agree to receive electronic delivery of notices, policies and records of transactions initiated or completed through the FIS accreditation online-tool;
- agree that the FIS cannot give any warranties to protect the privacy and integrity of the data which will be inserted and stored in the server system of the FIS;
- give your explicit consent that we use your information for the FIS or the FIS event organisers for accreditation purposes.

#### 4. FIS season accreditation process for all disciplines

- The FIS season accreditation is online based system organized and guided by FIS IT.
- The FIS season accreditation is valid always for one season (e.g 2010/11).
- Applying for the FIS season accreditation can be done only online at [www.fis-ski.com](http://www.fis-ski.com) starting from August until the end of October/November.



- The FIS season accreditation is only meant for persons who attend the FIS World Cup events on a regular basis during the season.
  - For certain user groups, person is accredited as FIS season accreditation
  - Person is accredited via local accreditation organized by the World Cup Organizer
- Regular basis means that the person is attending to World Cup events regularly
  - Industry serviceman at least 10 World cup events
  - Team Trainer/coach/Doctor/therapist at least 10 World Cup events
  - Media person/Group at least 10 World Cup events



## 5. FIS season accreditation

The FIS season accreditation is meant to following groups

- Teams (coaches, doctors/physiotherapist, team serviceman)
- Industry ( Industry serviceman/CEI competition Industry serviceman)
- Media (photographers and printed media)
- FIS Professionals
- NSA Professionals
- Sponsors and Partners

The system will be based on A and B accreditations, where A means FIS Season accreditation and B local accreditation that needs to be picked up from local organizer.

Group	Category code	Category name	Category area
A	101	FIS Professional	/1//2//3//5//4//6//7//8//9//10//11//12//13//15//16//14/
A	203	FIS Service Provider	/14//12//13//1//2//3//4//8//7//6//5/
A	500	Team Coach/Trainer	/1//2//3//4//5//12//13//16/
A	501	Industry serviceman	/1//2//3//4//16/
A	502	Team Doctor/Therapist	/1//2//3//4//16/
A	503	Team Press Attaché	/1//2//3//4//12//13/
A	504	Team Serviceman	/1//4//12//13//16//6/
A	601	Print Journalist A	/9//12/
A	602	Internet Journalist	/9//12/
A	703	Photographer A	/10//11//12//13/
A	801	Competition Equipment Ind.	/4//1//16/
A	100	FIS Council Member	/1//2//3//4//5//6//7//8//9//10//11//12//13//15//16/
A	103	FIS Committee Member	/5//16/
A	104	FIS Honorary Member	/16/
A		Media (TV, radio)	/6//7//8//9//10//11//12/

B	200	FIS Sponsor/Partner	/16/
B	300	NSA Council member	/1//2//3//4//5//6//7//8//9//10//12//13//16/
B	400	NSA Sponsor	/16/
B	401	NSA Partner	/16/
B	601	Print Journalist B	/9//12/
B	703	Photographer B	/10//11//12/
B	800	Marketing Agency	/1//3//4//5//8//12//13/
B	802	Media Agency	/1//3//4//5//6//7//8//12//13/
B	900	Observer/Study Group	/16/

Each category has defined access areas. The 16 areas are:

- 1 *Team Areas*
- 2 *Coach Areas*
- 3 *Sports Areas*
- 4 *Service Areas*
- 5 *Officials Areas*
- 6 *TV/Radio Areas*
- 7 *TV/Radio Commentators*
- 8 *IBC/TV Compound*
- 9 *Print Media Areas*
- 10 *Photographer Areas*
- 11 *Special Media Areas*
- 12 *Press Centre*
- 13 *Sub Press Centre*
- 14 *Data/Timing*
- 15 *Ceremony*
- 16 *Special Guests*

The assignment of the access areas on site is the responsibility of the OC on the basis of the local conditions. The FIS is happy to provide support and guidance for this to ensure smooth implementation.

### **Alpine, Ski Jumping, Nordic Combined, Snowboard, Freestyle**

The accreditation will be happen like season 2009/2010. The change is only that clients are divided in to 2 Groups, A and B, which means Group A will get the FIS season accreditation valid for whole season and Group B needs to apply for Local Accreditation from Local Organizer.

In alpine any holders for restricted area or course access will still be approved by the FIS Chief Race Directors.

### **Cross-Country Skiing**

For the coming season 2010/2011 the FIS season accreditation card is valid at all the Cross Country World Cup events. New system enables accreditation card, team entries and attendance lists for OC to be done together and also TDS accommodations.

There will be 2 client groups and the core group will receive the FIS season accreditation that is valid at all the World Cup Cross Country races (no need to apply at each race). The Core Group:

- team staff
- SRS industry
- FIS Professionals
- FIS Marketing AG
- Core Media, journalist and photographers
- FIS Council
- Swiss timing CC staff

The Secondary Group who needs to apply for local accreditation on each World Cup events from Local Organizer:

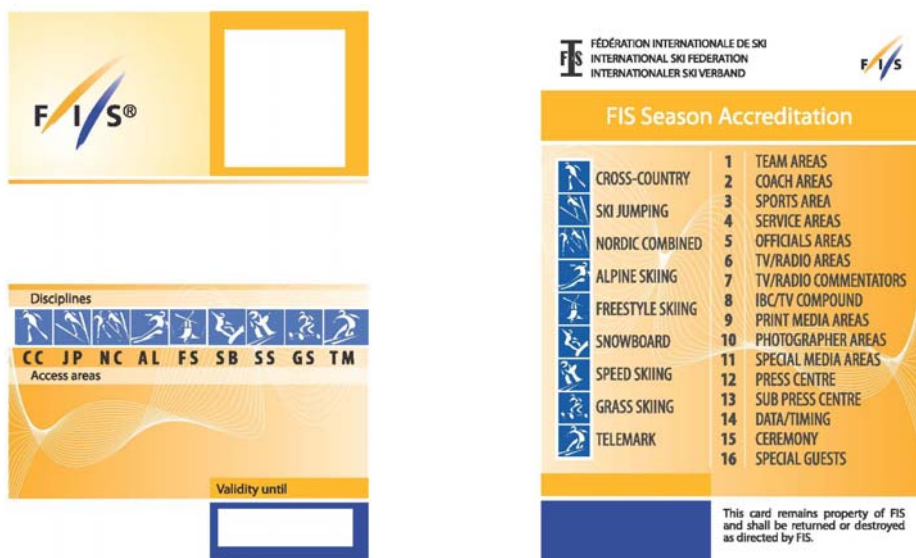
- other media
- other small groups

## 6. Formats

### Alpine, Ski Jumping, Nordic Combined, Snowboard, Freestyle

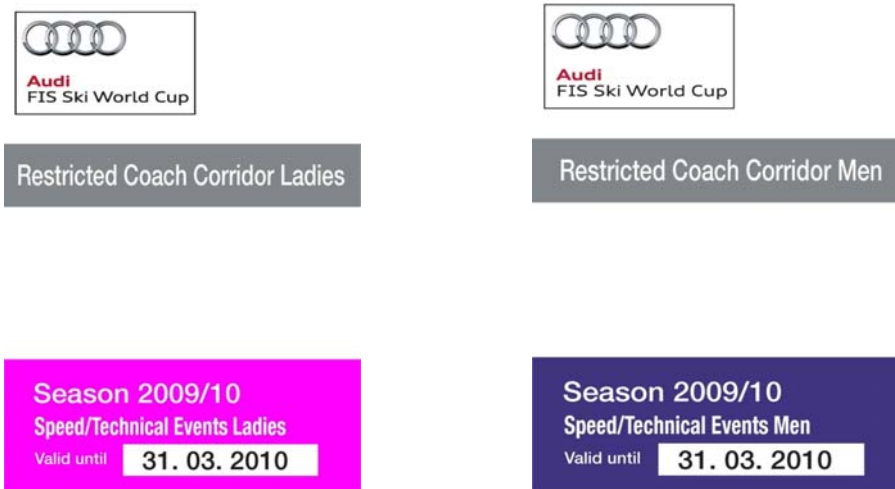
The size of the FIS season accreditation card will remain same as season 2009/2010. The color codes for the fields for course access and restricted area access will be changed to make them better distinguishable and visible.

The layout of FIS season accreditation card 2010/2011:



In alpine there are also course access and restricted area access cards.

Layout for the course access/restricted area access card:



## Cross-Country Skiing

The FIS season accreditation card in cross-country skiing will be larger and layout will be including space for sponsor logos.

The FIS season accreditation card layout:



**GRUENEFELDER DOS SANTOS**  
Juan Carlo Ferera

**SALAMON**  
Industry Servicemen



ACCREDITATION VALID FOR	SEASON
CC JP NC AL FS BS	2010/2011
VALID AREAS	
1 2 3 4 5 6 7 8 9 10	
11 12 13 14 15 16	
SPECIAL AREAS	
	<div style="display: flex; justify-content: space-around;"> <div style="background-color: green; color: white; padding: 5px;">AREA 2</div> <div style="background-color: blue; color: white; padding: 5px;">AREA 3</div> <div style="background-color: red; color: white; padding: 5px;">AREA 4</div> <div style="background-color: yellow; color: black; padding: 5px;">AREA 5</div> </div>
ACAN23456789RMLCLCM	



### ACCREDITATION AREAS

01 Team Area	09 Print Media
02 Coach Area	10 Photographer
03 Sports Area	11 Special Media
04 Service Area	12 Press Centre
05 Officials Area	13 Sub Press Centre
06 TV / Radio	14 Data / Timing Area
07 TV / Radio Commentators	15 Ceremony Area
08 IBC / TV Compound	16 Special Guests

### DISCIPLINES

<b>CC</b> Cross-Country	<b>AL</b> Alpine Skiing
<b>SJ</b> Ski Jumping	<b>FS</b> Freestyle Skiing
<b>NC</b> Nordic Combined	<b>SB</b> Snowboard

This card remains the property of FIS and is subject to FIS Season Accreditation terms and conditions.



Local Accreditation card will be based on the design of the FIS season accreditation card. This local accreditation card design template has been distributed to all Organizers. When it is not possible to use the template, OC needs to develop a similar design based to FIS guidelines and all designs needs to be presented to FIS Marketing AG for approval before card is produced. Note that the guidelines for accreditation card are included in the FIS Marketing guidelines.

The local accreditation card layout:

The image shows two versions of a local accreditation card template for the FIS Cross-Country World Cup in Davos, 12/13 December 2010. The left version is for Juan Carlo Ferera, and the right version is for Special Media. Both cards feature the FIS logo, event name, and date. The accreditation areas are listed as follows:

ACCREDITATION AREAS	
01 Team Area	09 Print Media
02 Coach Area	10 Photographer
03 Sports Area	11 Special Media
04 Service Area	12 Press Centre
05 Officials Area	13 Sub Press Centre
06 TV / Radio	14 Data / Timing Area
07 TV / Radio Commentators	15 Ceremony Area
08 IBC / TV Compound	16 Special Guests

Other elements include an OC Logo, a photo of the holder, a list of valid areas (1-16), a disclaimer, and a footer with FIS Local Accreditation and various sponsor logos (Viemann, Polar, etc.).

FIS template for Local accreditation card for Tour de Ski:

The image shows two versions of a local accreditation card template for the FIS Cross-Country World Cup in Davos, 12/13 December 2010, specifically for the Tour de Ski event. The left version is for Juan Carlo Ferera, and the right version is for Special Media. Both cards feature the FIS logo, event name, date, and the Tour de Ski logo. The accreditation areas are listed as follows:

ACCREDITATION AREAS	
01 Team Area	09 Print Media
02 Coach Area	10 Photographer
03 Sports Area	11 Special Media
04 Service Area	12 Press Centre
05 Officials Area	13 Sub Press Centre
06 TV / Radio	14 Data / Timing Area
07 TV / Radio Commentators	15 Ceremony Area
08 IBC / TV Compound	16 Special Guests

Other elements include an OC Logo, a photo of the holder, a list of valid areas (1-16), a disclaimer, and a footer with FIS Local Accreditation and various sponsor logos (Viemann, Polar, etc.).

## 7. Forms

The FIS season accreditation including teams entries and accommodation happens via Member section on FIS home page, [www.fis-ski.com](http://www.fis-ski.com).



Person/NSA can have only one contact person that has the login information for the whole group. If you have forgotten your login and password, please contact: [it@fisski.com](mailto:it@fisski.com).

#### 8.1 Old user

Member section includes my profile and accreditation parts. In my profile, person should give his contact information, telephone number, email and delivery address. In accreditation part more people can be accredited, earlier accreditations can be activated for the next season and photos can be uploaded.

After making accreditation and downloading the photos, you will receive the confirmation email from FIS accreditation contact person after your cards have been posted.

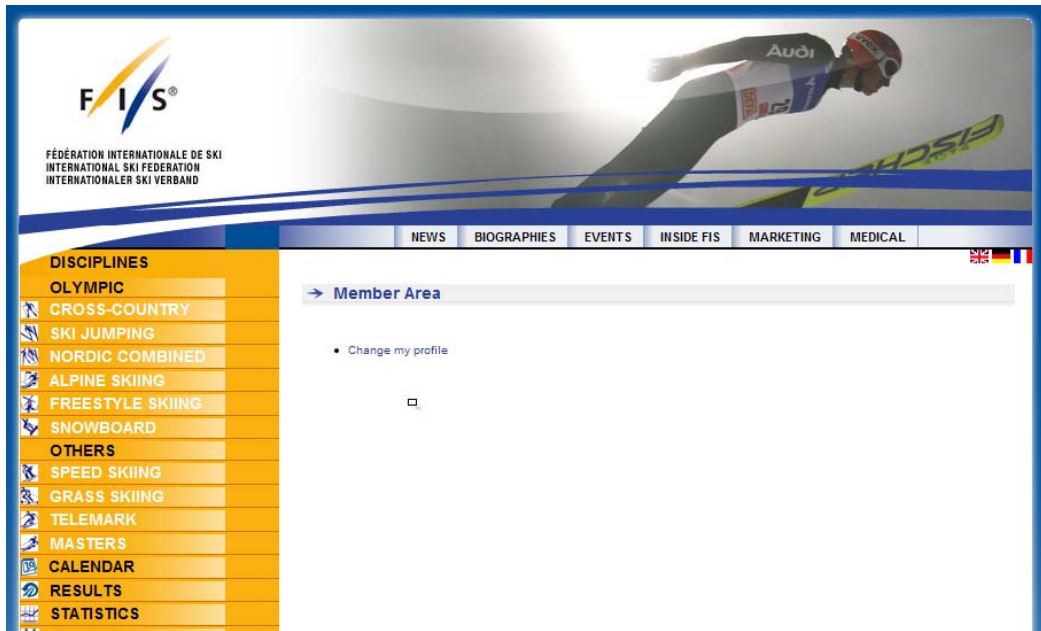
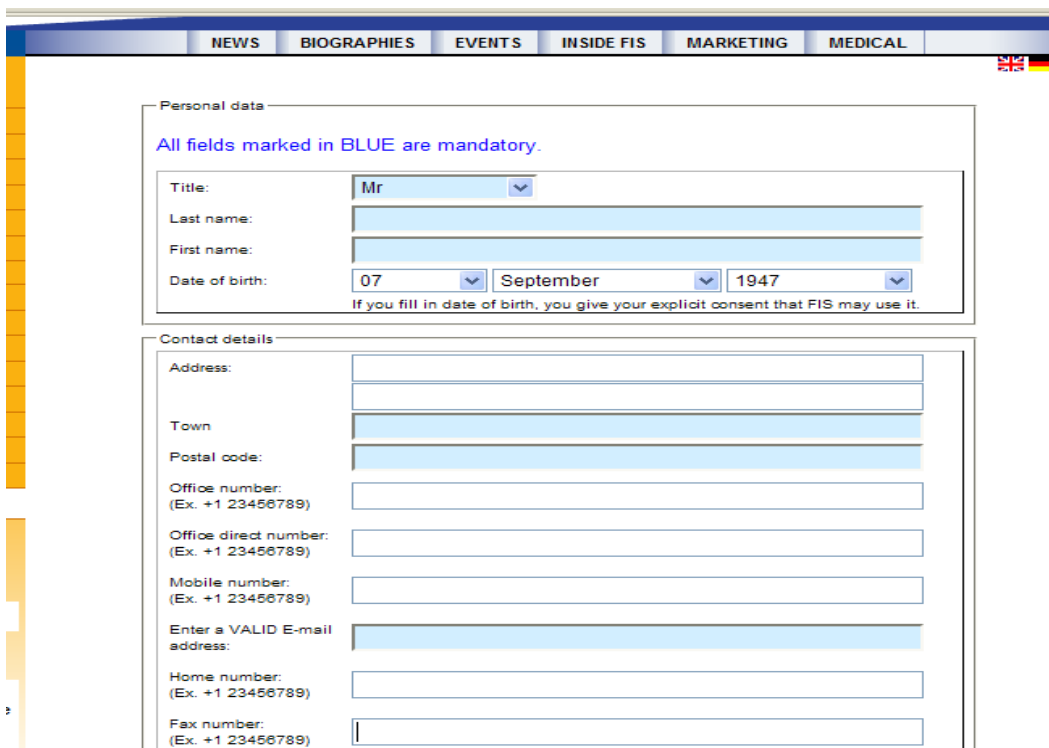
The program accepts only passport form photos (longer than wider) and the maximum size is 500 KB.

PRINT SCREEN ACC shot choosing the group

PRINT SCREEN ACC reactivation or adding new names



Please note that updating contact information is very important due to the fact that accreditation cards are sent directly by post to contact address.

NEWS BIOGRAPHIES EVENTS INSIDE FIS MARKETING MEDICAL

Personal data

All fields marked in BLUE are mandatory.

Title: Mr

Last name:

First name:

Date of birth: 07 September 1947

If you fill in date of birth, you give your explicit consent that FIS may use it.

Contact details

Address:

Town:

Postal code:

Office number:  
(Ex. +1 23456789)

Office direct number:  
(Ex. +1 23456789)

Mobile number:  
(Ex. +1 23456789)

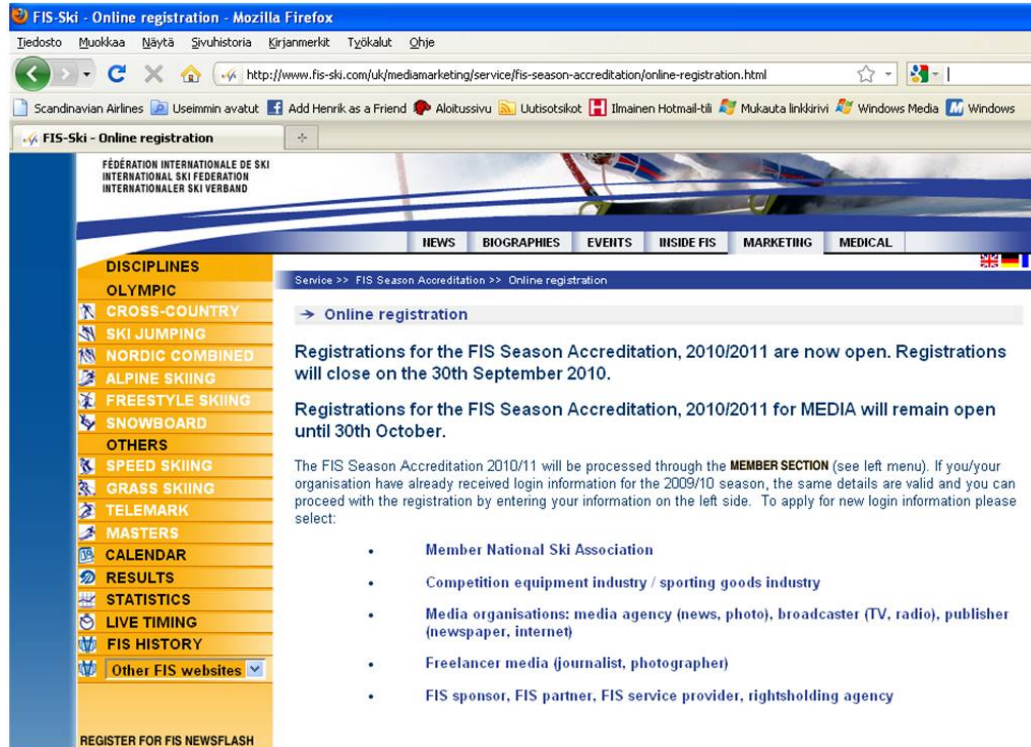
Enter a VALID E-mail address:

Home number:  
(Ex. +1 23456789)

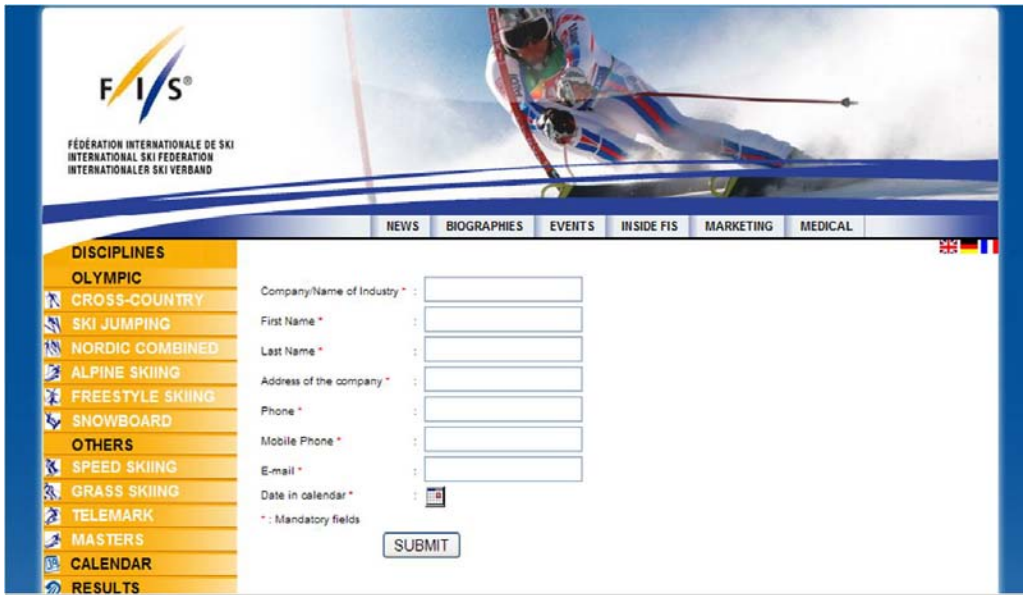
Fax number:  
(Ex. +1 23456789)

## 8.2 New user

If the NSA/person has not the login and password, they need be applied by specific form according to group.



After choosing the group where person belongs, he needs to click it the fill out the following formula.



The screenshot shows the FIS website accreditation form. At the top left is the FIS logo and the text: "FÉDÉRATION INTERNATIONALE DE SKI", "INTERNATIONAL SKI FEDERATION", and "INTERNATIONALER SKI VERBAND". Below this is a navigation menu with links for NEWS, BIOGRAPHIES, EVENTS, INSIDE FIS, MARKETING, and MEDICAL. A vertical sidebar on the left lists various disciplines under the heading "DISCIPLINES": OLYMPIC, CROSS-COUNTRY, SKI JUMPING, NORDIC COMBINED, ALPINE SKIING, FREESTYLE SKIING, SNOWBOARD, OTHERS, SPEED SKIING, GRASS SKIING, TELEMAR, MASTERS, CALENDAR, and RESULTS. The main content area contains a registration form with the following fields: "Company/Name of Industry \*", "First Name \*", "Last Name \*", "Address of the company \*", "Phone \*", "Mobile Phone \*", "E-mail \*", and "Date in calendar \*". A "SUBMIT" button is located at the bottom of the form. A small flag icon is visible in the top right corner of the form area.

After filling out this form person will receive an email with the login and password details.

Please note that the FIS will check each applications and this process can take time, but if you do not receive any information within the four (4) weeks of your accreditation request, please contact the FIS accreditation person.

After receiving the login and password, the accreditation request can be done via Member section.

### **Team entries**

In alpine and cross-country skiing teams can also make their teams entries in online system same time when they do accreditation.

PRINT SCREEN teams entries

### **Cross-Country Skiing Tour de Ski**

Like in the season 2009/2010 National ski associations and industry serviceman were able to make their accommodation requests for Tour de Ski in online system, the same system will be working in the season 2010/2011 starting at the beginning of August.

PRINT SCREEN accommodation

## 8. Accepted accreditation

The accreditation request is accepted

- after person receives the login and password
- as Member, after receiving the new accreditation card
- the FIS accreditation includes accident insurance. Before a accreditation card can be issued a fee of 25CHF must be paid to the FIS or the applicants must confirm that they have a valid accident insurance policy (Only for National Ski Associations)

The accreditation is not accepted

- The FIS season accreditation will not be issued with the effect during the ineligibility period to a person under a sanction of ineligibility issued by FIS or another entity (when such has to be recognized notably in accordance with the FIS Anti-Doping Rules).
- The commission of an offence under FIS Rules may subject a person to the denial of accreditation or withdrawal thereof.
- The FIS season accreditation may be temporarily or permanently withdrawn in the event the above conditions are not observed at any time. In particular, in the event of inobservance of FIS Rules or non compliance with instructions of the FIS and/or the organisers.
- The accreditation may also be withdrawn if the accredited person is behaving improperly and/or in any manner which interfere with the proper organisation of the event, without limitation if the accreditation is used for purposes which are not covered by the accreditation and which are in conflict with legitimate activities authorised by FIS or the organiser (e.g. unauthorised commercial or media activities).
- The FIS season accreditation becomes automatically invalid in the event the accredited person ceases to exercise the function in connection with which the accreditation has been granted.

## 9. Timetable

The FIS season accreditation will be open online on [www.fis-ski.com](http://www.fis-ski.com) for season 2010/11 starting from 15<sup>th</sup> August 2010.

The system close depending on the groups:

Media	15 <sup>th</sup> November
Cross-Country	30 <sup>th</sup> October
Other	30 <sup>th</sup> November

## 10. Insurance

Persons accredited through the FIS season accreditation are under the benefit of a collective accident insurance cover issued by Allianz Suisse. Information in respect with the insurance cover and claim procedures are available under [www.fis-ski.com/uk/mediamarketing/service/fis-season-accreditation.html](http://www.fis-ski.com/uk/mediamarketing/service/fis-season-accreditation.html). Any issue in connection with this insurance cover or claims thereunder shall be addressed directly with the insurance company. FIS assumes no role or liability of any kind in this respect.

### APPLICABLE RULES & JURISDICTION

Any issue related to the application, grant, denial, withdrawal, validity or content of the FIS season accreditation is governed by the FIS Rules and, subsidiarily, Swiss law.

Without limitation to the jurisdiction of any body of competent jurisdiction in connection with the application of the FIS Rules to which the bearer of a FIS season accreditation may be submitted, any dispute which is not to be adjudicated in application of specific procedures provided for by the FIS Rules, but which arises between such accredited person and the FIS and/or the organiser, including but not limited to issues linked with application for grant, denial, withdrawal, validity or content of the FIS season accreditation or claims for damages of either party against the other arising out of occurrences (acts or omissions) linked with the use of such accreditation shall be exclusively settled by arbitration before the Court of Arbitration for Sport ("CAS") in Lausanne in accordance with the CAS rules then in effect.

## 11. Media

Terms and conditions for media are following:

MEDIA AGENCY (print, photo)

- International and national agencies
- A staff member must be officially nominated by the agency to handle all its group accreditation requests and communications for the category 'journalist' or 'photographer'.

BROADCASTER (TV, radio)

- TV and radio broadcasters, rights holder season 2010/11
- A staff member must be officially nominated by the rights holder to handle its group accreditation requests and communications regarding the categories of 'TV and radio commentator' and 'TV and radio technician.'
- For rights holders, the event-by-event access is subject to confirmation by the respective event right holder.

PUBLISHER (newspaper, internet)

- International and national publishers
- A staff member must be officially nominated by the publisher to handle its group accreditation requests and communications regarding the categories of 'journalist' and/or 'photographer'.
- Internet publishers need to demonstrate continuous collection, analysis, verification and presentation of ski sports related information since October 2008 for approval. In addition the presentation of results without interruption respectively a professional results database since October 2008 is mandatory. Moreover the website must be related to the discipline/s requested for accreditation. Service providers only copy & pasting external information sources or personal websites, podcasts, blogs and video hosting service providers are not considered as publishers.



FREELANCER (print, photo)

- Journalists and photographers (not regional)
- A valid membership in a professional sports press organisation for journalists is obligatory and must be proven through a copy of a valid card.
- In case a valid card is missing, it is necessary that journalists fax a statement of assignment for the season 2010/11 duly stamped and signed by the commissioning company.
- Photographers need to send a sample copy of their work that has been published no later than October 2006. Newspapers need to have a circulation of 50.000, magazines of 3.000.