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UEG Rules for Advertising and Publicity

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Preamble

The regulations for advertising and publicity were reviewed in close co-operation with the FIG.

These new regulations for advertising and publicity replace the former edition. They were co-ordinated with FIG and are conform to the FIG rules, with the exception of terms which refer only to the UEG as well as to the dimensions of advertising areas as advertising boards, which are dealt with in a different way by FIG and UEG.

Introduction

These rules govern all types of advertising, at official UEG events, which can be used by parties other than the UEG for the purpose of self-presentation.

These rules are subdivided into four chapters:

Art. 1 General Part

The general part first gives a basic interpretation of the presented terminology. These are the same for all chapters.

The principle UEG advertising and marketing rights are presented in the general part.

The general part clarifies the awarding of the marketing rights, describes the specific types of marketing and defines the parameters of use of the UEG corporate design by the organiser of a UEG event, by an agency or other parties.

The general part designates the advertising restrictions.

Art. 2 Advertising at the Competition Venue

Chapter 2 describes the advertising possibilities at the competition site and describes precisely the advertising in the event hall, in the competition hall and in the immediate competition area.

Moreover this chapter deals with the materials and their measurements which are used for advertising purposes (signage). It designates further forms of advertising, which are able to be optically and acoustically employed.

Art. 3 Advertising on Attire and Equipment

Chapter 3 governs in particular the advertising possibilities on attire and equipment of the gymnasts and official participants at UEG events, the placement of national / federation emblem, and the national / federation sponsor, as well as the dimensions.

A specific form will be distributed at the same time as the invitation for the European Championships.

Art. 4 Advertising on the Apparatus

Chapter 4 defines in detail the size, measurements and placement of the brand identification and logos on the various competition apparatus and auxiliary apparatus, used for advertising or manufacturers' product identification.

Art. 1 GENERAL PART

1.1 Terminology and Definitions

Public relations

The goal oriented and systematically carried out distribution of UEG information to the media (press, radio, television) as well as other institutions, with the purpose of thoroughly and regularly providing information concerning events, decisions and projects of the European gymnastics disciplines to the international, national, regional and local levels.

Promotion

Carrying out measures and actions which effectively and efficiently support the publicity work through advertising campaigns, selling initiatives, incentives, PR campaigns, contests and hospitality programs.

Advertising

Every type of optical, acoustical and audiovisual presentation which can be perceived with the goal of drawing attention and thus pursuing commercial interest.

Marketing

Every type of use of advertising appearance possibilities which, in application, passes on the UEG-corporate design in the representation and presentation to UEG events, and in the UEG sale of its own commercial rights to a third party against financial payment or in kind services.

1.2 UEG Advertising and Marketing Rights

- 1.2.1** The UEG holds all advertising and marketing rights which are in conjunction with
- official UEG events
 - the official UEG corporate design, logo
 - UEG Publications, Published Papers and Books, Printed Materials
 - UEG Merchandising Products
 - audio-visual rights of the UEG events
 - reproduction and use of shootings, photos and recordings of UEG events
 - photo and video rights of UEG events
 - the awarding of UEG licenses for obtaining product exclusivity.

The application of these rights is governed by separate contracts signed with the organisers of UEG events, agencies, UEG advertising partners, TV broadcasters and others.

- 1.2.2** The UEG has the sole right to relinquish its advertising and marketing rights, partially or in full, to one or more agencies, in case a more professional outcome of the marketing goals will be attained from this release.
When the marketing rights have not been assigned to a third party, the UEG reserves the right to undertake all the advertising and marketing activities, either alone or in conjunction with the organiser of a UEG event.

- 1.2.3** In principle the UEG reserves its right to make the conclusive decision with regard to the definitive usage of advertising possibilities offered and carried out by third parties.

1.2.4 The relinquishing of advertising and marketing rights to one or several agencies does not release them from the obligation to only being able to act on the basis of these rules. In this regard the agency's directives or instructions to the organisers of UEG events, and offers for advertising and marketing to sponsors or other interested parties (sponsor packages) are binding only if they are approved ahead of time by the UEG.

1.2.5 Contract agreements with sponsors and other UEG advertising partners which are prepared by the agency/agencies ready for signature, must be countersigned by the UEG in order to have validity, unless the UEG has signed a contract with the agency stating otherwise.

The UEG in general reserves the right to refuse potential interested parties without stating more detailed reasons.

1.2.6 Agreements and advertising contracts which organisers have signed with their sponsors / advertising partners have no consequence on UEG events, unless the contract which the UEG has signed with the organiser states differently.

1.3 Advertising and Marketing Rights for official UEG Events and UEG Projects

The marketing and advertising rights presented under 1.2.1 relate to official UEG events and projects which the UEG as the sole organiser or as the project leader in conjunction with its member federations plans, realises and carries out.

1.3.1 Official UEG events are:

- European Championships in Men's Artistic Gymnastics
- European Championships in Women's Artistic Gymnastics
- European Championships in Rhythmic Gymnastics
- European Championships in Trampoline Gymnastics
- European Championships in Acrobatic Gymnastics
- European Championships in Aerobic Gymnastics
- European TeamGym Championships
- Eurogym Youth Festival
- European Gym for Life Challenge
- Golden Age Gym Festival
- UEG Congresses
- all other UEG competitions and events which are planned for the future in the disciplines of Men's and Women's Artistic Gymnastics, Rhythmic Gymnastics, Trampoline Gymnastics, Acrobatic Gymnastics, Aerobic Gymnastics, TeamGym, in the area of General Gymnastics and in the other disciplines.

1.3.2 UEG projects include:

Activities and measures under the direction and responsibility of the UEG for the promotion, expansion and development of the European gymnastics disciplines.

Among these are:

- Advertising and promotion activities for specific target groups
- Sport promotion activities for specific age groups
- Sport promotion activities for children, youth, men / women and senior citizens on a European level
- European partnership programmes with the member federations

- Solidarity programmes and projects for aiding the development of gymnastics disciplines which are under the responsibility of the UEG
- Workshops, seminars, courses, symposiums and congresses with specific topics
- All further actions in connection with European gymnastics disciplines under the responsibility of the UEG.

1.4 UEG Self Presentation

In order to present the UEG uniformly as the European governing body for gymnastics and its related sports, in order to be identified in public, by the spectators, in the media and especially with interested groups, the UEG in its self presentation as a modern up to date and dynamic representative of the interests of the European gymnastics movement uses its Corporate Design.

1.4.1 UEG Corporate Identity

The UEG Corporate Identity will be used with all means of communication which are connected to the UEG, its publications, products, licenses, events and projects.

The use of the Corporate Identity, the use of the UEG logo, sub logos, colour scheme and acronym, as well as the use and application on all means of communication are established in the UEG Corporate Identity Guide.

1.4.2 UEG Self Presentation at Events

The UEG presents itself with its Corporate Design at all UEG events in different ways. As means of communication the UEG will use signage, decorative and other banners, flags and further materials.

The UEG decides whether additional materials such as information booths, standing and other boards, and other means should be incorporated at its events.

1.4.3 UEG Self Presentation on Printed Materials for the Events

All printed materials in conjunction with a UEG event must show a uniform corporate design, which will clearly designate the event as a UEG event.

The directives of the UEG Corporate Design have to be applied for the event bulletins, information circulars, posters, event programmes, diplomas and certificates, medals, the official stationary of the event, results and press announcements.

The responsible development and implementation of these competition printed materials will be regulated in the perimeters of the contract between the UEG and the organiser.

1.4.4 UEG Merchandising

Products which are produced for commercial purposes in relation with a UEG event and available for a commercial goal which present the logo, the brand identification, the designation of the event or another form of recognisable reference to the UEG are subject to the UEG's approval.

The production, distribution and sale of these products are governed by the respective agreements between the UEG, its representative for questions concerning advertising and marketing, and the respective organiser.

1.5 General Advertising Guidelines

Any form of advertising which violates the good manners and ethical, moral and social principles of our society is prohibited, for example, advertising which is provocative, violence glorifying, religious, political, racial and sexist.

1.5.1 Prohibited Advertising

The advertising of products in relation to high percentage alcoholic beverages, tobacco products and drugs is prohibited.

1.5.2 Advertising of Alcoholic Beverages

The advertising of the products of champagne, wines, beer and "light drinks" with an alcohol content of under 20% is permitted at UEG events but must comply with the laws and rules of the organising country.

1.5.3 Restrictive Advertising Stipulations

The placement of the advertising in the competition hall may not impair the overall harmonious impression, the aesthetic perception nor the overall competition atmosphere. The advertising may not be in a form that it is perceived by the spectators and media as being disturbing, detrimental or appears too massive. The advertising must always fit the character of the sporting event in a decent form.

1.5.3.1 The advertising may not in any way be detrimental to the safety of the athletes, delegation members, officials nor spectators.

1.5.4 Final Decision

The UEG Executive Committee is the definitive authority for approving the advertising in the competition hall and the venue.

Art. 2 ADVERTISING AT THE COMPETITION VENUE

2.1 Definitions

Event Locality

The city in which the event will be carried out.

Event Hall

The entire premise of the event hall, inclusive of the outer domain and all space and rooms which are available for the event.

Competition Hall

The entire inner area of the event hall in which the competition, training and warm-up will take place, inclusive of the spectator seating area.

Competition Area

The inner area of the competition hall, including the podium (facultative), which is separated from the spectators by the advertising boards. The right to enter this area is granted only to the competitors, coaches, officials, judges and individuals with special permission.

Podium Area

The constructed, raised podium in the competition area.

Advertising Plan

The plan which presents and establishes the dimensions, the type and the placement of the advertising in the event hall.

2.2 Procedure for Approving the Advertising at the Competition Venue

Together with the official representatives of the UEG, the host member federation and its Organising Committee inspect the event hall.

The UEG or its authorised person / agency, who through UEG contracts with sponsors and other partners has agreed upon the advertising rights and therefore is authorised to define and determine the event marketing rights, establishes an advertising plan, first of all as a draft.

2.2.1 The advertising plan is a component part of the agreement (contract) between the UEG and the organising member federation.

The advertising plan describes all possibilities of advertising in the event hall, in particular in the competition hall and in the hall sectors which are able to be encompassed by television cameras.

The advertising plan is contractually binding for the partners of the UEG taking part in the event.

It can only be established and respectively modified by the UEG or the agency officially commissioned with the UEG marketing.

2.2.2 It is the task of the UEG, respectively its agency, to assure the contractually agreed upon sponsor appearance rights of the UEG advertising partner in the realm of the UEG event, to portray them in the advertising plan and to make this known to the organising member federation and the OC.

2.2.3 The positioning and placement of all advertising signage will be undertaken exclusively by the UEG, respectively its marketing agency.

2.2.4 On the condition of the agreement of the UEG, respectively its marketing agency, there may be no permanently installed advertising in the competition hall. This applies in particular to the areas which are able to be encompassed by the television cameras.

2.2.5 The member federations which put forth a bid to organise a UEG event must, in the selection of the event hall and the event locality, clarify with the proprietors, respectively venue management, that the event hall is available completely free of advertising.

2.3 Size / Type and Placement

The stipulations presented under Art. 1.5.3 are to be observed.

The UEG, respectively its agency will decide upon ahead of time with regard to the type of sponsor presentation on the advertising areas, the number of advertising means necessary for this, the size and the dimensions of the advertising means as well as the material of the advertising means and its placement.

With the exception of the competition hall, the competition area and the podium area, in principle there are no limitations of the advertising in the remaining zones of the competition venue.

2.3.1 Means of Communication / Signage

With the exception of areas presented under Art. 2.3, the means of communication, respectively the signage which will be employed for the advertising, is not subject to any limitations.

The sponsors are however obligated to communicate to the UEG, respectively its agency, their advertising measures within the framework of UEG events, and to have those confirmed.

2.4 Advertising Possibilities in the Event Hall

With the exception of the competition hall, the competition area and the area of the podium, unlimited advertising from the event sponsors is allowed, thereby enabling them to incorporate their own specific Corporate Design.

2.4.1 The following may be used as signage

- presentation areas in the outer installation of the event hall
- flags
- information booths and sales booths
- display walls, advertising displays, prospectus stands
- banners, advertising tapes
- audio-visual signage (monitors, giant screens, video, announcements over the loudspeaker)
- further advertising means not specified here.

2.5 Advertising Possibilities in the Competition Hall

The advertising possibilities in the competition hall are limited to the established advertising surfaces in the inner area of the competition hall, in the entrance area of the competition hall and in the spectator seating area.

2.5.1 The following may be used as means of advertising:

- Advertising boards with the dimensions of 3.50 m x 0.90 m consisting of a thickness of 5 mm materials (polyvinyl chloride or similar material); the surface area may not be reflective.
- Advertising boards in the entrance area of the competition hall, the uniform size being determined ahead of time by the UEG / its agency.
- In the spectator seating area, advertising boards and banners, the uniform size being determined ahead of time by the UEG / its agency.
- In the inner area of the competition hall a press / interview corner (kiss and cry area) in the form of a standing board, the maximum dimensions being 3.50 m in length x 2.40 m in height.

2.5.2 It is recommended that all boards and advertising banners which are used in the competition hall display a single colour background. Logos and brand identification of the sponsors and advertising partners may have a maximum of two colours.

2.5.3 In special situations a presentation area with the maximum dimensions of 4m x 5m may be provided for a sponsor in the competition hall.

2.6 Advertising Possibilities in the Competition Area

The following may be used as advertising possibilities:

- All advertising possibilities on apparel and equipment presented under Art. 3.
- Advertising boards which separate the competition area from the remaining area of the competition hall (size, material and configuration points are specified in Art. 2.5.1 and 2.5.2).

2.6.1 At men's and women's artistic gymnastics events, the advertising boards must be fixed at a minimum height of 2.40 m, measured from the hall floor. The organisers of these events are obligated to carry out the necessary installation measures for this.

2.6.2 All advertising boards which will be installed in the competition hall, lengthwise and lateral in a row – and thereby separating the competition area from the competition hall – must be installed without obstruction by cameras and spectators.

2.7 Advertising Possibilities in the Podium Area

The following may be used as advertising possibilities:

- All advertising possibilities on apparel and equipment presented under Art. 3
- All advertising possibilities on gymnastics apparatus and auxiliary apparatus presented under Art. 4 (These remain at all times exclusive rights of the UEG, unless expressly agreed differently in the contract between the UEG and the organising member federation).
- Special use possibilities of display boards and advertising riders and other forms of publicity which have been agreed contractually between the UEG and its sponsors.
- Advertising mats on the podium surface, used exceptionally, outside of the apparatus stations with a maximum advertising surface of 200 cm x 28 cm, according to the preliminary contractual arrangement between the UEG and its sponsors.

2.7.1 Advertising in the podium area may in no way impair nor refract the judges' attention, nor impede the unobstructed view to the podium and the competition surfaces.

2.7.2 Advertising in the area of the podium may in no way endanger the safety of the competitors (see also Art. 4.2.3 and 4.2.4).

Art. 3 ADVERTISING ON CLOTHING ATTIRE AND EQUIPMENT

These rules are intended to provide the National Federations with the ability to promote their sponsors. The requirements are established to ensure good taste and discretion. At every UEG event there will be control of these rules and any infringements will be penalized accordingly.

These rules apply for all competitions and are also binding for coaches in the competition hall.

Article 3 applies only in the areas of the competition hall, the competition areas and the area of the podium.

3.1 Definitions

Competition and Training Attire

Leotards, pants, T-shirts, warm-up suits, sport bags and other apparel which the competitors and their coaches' wear in the competition hall, the competition area and the podium area during the total duration of the competition.

Officials

The members of the UEG Authorities, judges, the members of the organising federation, the members of the Organising Committee, as well as further individuals who have access privileges to the competition area.

Advertising

The advertising is either the written out word name, the logogram / acronym, or the logo which the product or the enterprise with its emblems, symbols or trade mark specifically designates.

3.2 The Right to wear Advertising

3.2.1 Under observance of Article 3.3, the competitors and the coaches of the member federations are permitted to wear their own advertising on their clothing and equipment in the competition hall.

3.2.2 The advertising on the competition attire may not be placed in a way which is provocative, or which violates the good manners and ethical, moral and social principles of our society, e.g. advertising which is violence glorifying, racial, religious, political and sexist.

The UEG may decide to remove or cover any advertising deemed inappropriate. Such a decision of the UEG is final.

3.2.3 The use of advertising on the clothing of the officials is forbidden. With prior agreement of the UEG Executive Committee, the members of the Organising Committee may wear advertising on their clothing, in as much as these individuals do not fall under the definition of "officials".

3.2.4 With regard to advertising on the apparel, the word name, the logogram / acronym and/or the logo may be used.

The use of the word name, respectively the logogram and the logo in one advertisement is allowed according to the rules set out.

3.3 Multiple use of sponsors or publicity

3.3.1 Team or Group

In any team or group competition gymnasts of the same unit may only display the same sponsor publicity according to the rules set out.

3.3.2 Individuals

In individual competitions, gymnasts from the same federation may display different sponsor publicity according to the rules set out.

In individual (Comp. 2) and final (Comp. 3) competitions, a gymnast may display different sponsor publicity according to the rules set out.

3.4 Restriction, Dimensions, Size and Placement of Publicity

3.4.1 Generalities

In each space allocated for advertising or for the logo of the supplier only one sponsor identity is allowed.

In total 2 different advertising spaces are allowed for women and 3 for men.

Placement must ensure aesthetic presentation.

If patches are used, the background material should complement aesthetically the design of the uniform.

The publicity should, if possible, be "free standing" with a transparent background.

One colour only should be used for the sponsor or manufacturer's logo, although multi-colour is allowed.

Gymnasts may not display publicity as tattoos on their body anywhere.

3.4.2 Competition Attire restrictions

No publicity is allowed on socks or shoes, only normal manufacturer's identification is permitted on these items.

No hats, caps or beanies are allowed to be worn.

No publicity is allowed on hand grips or other such gear used by the gymnasts for competition.

No publicity is allowed on the hand apparatus used in competition, only normal manufacturer's identification is permitted.

3.5 Manufacturer's Logo

- the dimensions of the logos must be the same as those normally used on the goods for sale
- the logo must be the same as it is normally used as a registered trademark
- only one identification on each piece of clothing is permitted
- a unitard is considered one piece
- other identifications than the logo or the trademark on the competition clothing must be approved in advance by the UEG.
- the logo on the competition attire has to be placed in the same location as it is usually done in the trade
- the logo may be in the colours of the Corporate Design of the manufacturer
- dimensions are not regulated but must be reasonable and discreet.

3.6 Advertising on Men's Competitive Attire

3.6.1 Competition Attire - The singlet, or shorts or pants

Advertising can be displayed on the gymnast in 3 places.

3.6.2 Advertising Space on the singlet: Maximum space 60 sq. cm, including the background, may be used 2 times separated by at least 5 cm OR maximum space 90 sq. cm including the background, may be used 1 time.

3.6.3 Advertising space on the shorts or pants: Maximum space 60 sq. cm, including the background, may be used 1 time on either hip to the side.

PROHIBITED:

Everywhere in the back.

3.6.4 Competition Attire - Warm-up Suit

Publicity may appear on the gymnast only once. It can be on the jacket or the pants placed anywhere in keeping with good taste and design.

Surface:

- maximum space 200 sq. cm
- background space can be of any colour and the identification multicolour

Manufacturer's Logo: as above Art. 3.5.

3.6.5 Competition Attire - Carry-on Bag and T-shirt

Surface:

- maximum space 200 sq. cm
- background space can be of any colour and the identification multicolour
- may appear two times on the bag or T-shirt

Manufacturer's Logo: as above Art. 3.5.

3.7 Advertising on Women's Competitive Attire

3.7.1 Competitive Attire - Leotards

Publicity can be displayed on the gymnast twice.

Surface:

Maximum space 60 sq. cm including the background each time

PROHIBITED:

Everywhere in the back.

ALLOWED:

On either hip to the side, anywhere on either sleeve, or anywhere on the front to ensure aesthetic presentation

3.7.2 Competition Attire - Warm-up Suit

As above Art. 3.6.4.

3.7.3 Competition Attire - Carry-on Bag and T-shirt

As above Art. 3.6.5.

3.8 National Emblem or Federation Emblem

All competitors must wear the national emblem or the federation emblem on their competition attire as identification of their country.

The only exception is if the entire uniform is designed in the national colours and portrays clearly the national identity.

3.8.1 This identification can be in the form of a badge, sewn on, or also the name of their country or federation written out or abbreviated, or in the form of a crest in their national colours on the leotard or the singlet.

3.8.2 The emblems may appear as follows:

Men's singlet: anywhere on the front or side ensuring aesthetic presentation

Women leotard: anywhere on the front, or either sleeve of the leotard ensuring aesthetic presentation

3.8.3 National emblems or federation emblems are not advertising. The badge / emblem / crest of the country, respectively gymnastics federation may not exceed the overall area of 80 cm² and minimum of 30 cm².

3.8.4 The national identification on the warm-up suit is not regulated, but should be reasonable and in good taste in keeping with other rules as specified.

3.9 Advertising of the Organisers

In general the advertising (proposed by the organisers) on apparel and equipment of the competitors, teams, coaches or officials which represents a direct product identification is prohibited.

3.9.1 The UEG Executive Committee is authorized to take suitable measures in the case of any infractions against this rule.

3.10 Competition Numbers

3.10.1 The competition numbers are the property of the UEG. The advertising on the competition numbers is awarded in the contract to a UEG sponsor. Because of this, it is possible that the advertising on the front of the competitor is in opposition to the advertising on the competition number.

As all competitors are obliged to wear the competition number, the federations will be requested to make inquiries to the UEG concerning its official advertising partner and thereafter to advise their national advertising partners.

The following rules are valid for the dimensions and the advertising on the competition numbers:

- a) Maximum size for the competition numbers
 - male gymnasts 200 mm x 200 mm
 - female gymnasts 160 mm x 160 mm

The advertising must appear under the competition number.

- b) The advertising on the competition numbers for both male and female gymnasts may have the following dimensions:
the height of 60 mm
the width of 160 mm
or may not exceed the maximum of 100 sq. cm.
- c) Maximum height of the numeral:
male gymnasts 110 mm
female gymnasts 95 mm
- d) The background of the competition number should be white and offer a large enough area for the number and the advertising.
The numerals should be black.
- e) Other backgrounds and printing colours require the consent of the UEG Executive Committee.

These above-mentioned rules do not apply to TeamGym.

3.11 Procedure for Approval

3.11.1 Federations that wish to have advertising on the competition apparel of their gymnasts and coaches must know the UEG rules and abide by them. In addition, they will receive detailed information from the Secretariat together with the invitation. These forms must be returned to the UEG Secretariat according to the indicated deadlines. Any clarifications required prior to the UEG event, contact the UEG Secretariat.

3.11.2 After the receipt of these forms at the UEG Office, the federation submitting the form will be advised of the decision of the UEG. In the situation where the proposal is denied, the federation receives the possibility to once again submit the form in a revised form.

3.12 Verification/Control of the Advertising on the Competition Attire

Based on the official work plan, the UEG Executive Committee verifies the advertising on the competition attire prior to and during the competition. Verification will be carried out at the first briefing session of the event and sanctions can be applied according to the rules.

3.13 Sanctions

3.13.1 If the advertising on a gymnast's competition apparel does not correspond to what the federation submitted and what had been approved, or if a gymnast or a coach wears on their competition apparel advertising for which no approval was requested, the UEG Executive Committee can:

- a) require the federation to remove or to cover the advertising
- b) require the federation to switch or change the advertising.

- 3.13.2** If a federation refuses to comply with any of these requirements, participation or continuing in the competition could be jeopardized.
- 3.13.3** Any changes (not approved) or exchanges in the advertising on the competition apparel which take place during the competition could result in the disqualification of the individual gymnast, the team, or the group.
- 3.13.4** If a gymnast does not display the identification of the nation/federation as required, the Chair of the Competition Jury can deduct according to the Code of points.
- 3.13.5** All decisions of the UEG Executive Committee are final.

Art. 4 ADVERTISING ON THE APPARATUS

For all UEG disciplines, except for TeamGym, only apparatus with a valid FIG certificate may be used.

Advertising on the Apparatus remains the exclusive right of the UEG. All forms of placement, details of size, the measurements and the colour specifications of the advertising, acronyms and logos within the competition area of the event hall encompassed by the television cameras, in particular the placement of the advertising, acronyms and logos which appear on the gymnastics apparatus and the auxiliary apparatus and therefore could be used for advertising purposes, are subject to the following conditions.

- 4.1 For this part of the Rules, the terms mentioned below are defined as follows:**

Competition Zone

The inner area of the competition hall, including the possible podium, marked off by advertising or other boards. Permission to enter this area is granted only to the competitors, coaches, officials, judges and individuals with special permission.

Competition Area

The inner area of the competition hall, including the podium, which is separated by the advertising boards. Permission to enter this area is granted only to the competitors, coaches, officials, judges and individuals with special permission.

Competition Surface

The competitors' gymnastics area in the competition zone which through direct contact is mainly used for the gymnastics performance.

Gymnastics Apparatus

The individual apparatus of parallel bars, horizontal bar, the rings and the frame, the pommel horse, the vaulting table, the uneven bars, the balance beam, the trampoline, the double mini-trampoline, the tumbling track, trampet for TeamGym and the floor surface which is used for Gymnastics floor exercise, Rhythmic Gymnastics, Aerobic Gymnastics, Acrobatic Gymnastics and TeamGym.

Auxiliary Apparatus

Apparatus for assistance which is placed in the competition area, respectively on the podium, such as landing mats, spring boards, chalk stands, display boards, runway, awards stand and other things.

Advertising Areas

The established areas on the gymnastics apparatus and the auxiliary apparatus, including the podium, which are in the range of view of the television cameras and on which acronyms / logos are able to be used for advertising purposes.

4.2 Criteria for the Use of the Advertising Areas on the Gymnastics Apparatus and the Auxiliary Apparatus

- 4.2.1** The use of acronyms and logos for advertising purposes is permitted only on the advertising areas of the gymnastics apparatus and auxiliary apparatus (see Article 4.4).
- 4.2.2** On the condition that these stipulations are adhered to, the UEG Executive Committee grants the release and approval concerning the use for advertising purposes for the individual events.
- 4.2.3** Acronyms and logos on the advertising areas may not disturb the gymnast in any way or impair upon the gymnast's attention in that the safety of the competitor is endangered.
- 4.2.4** Acronyms and logos on the advertising areas may not impair the attention of the judge, nor impede, limit or parry the judge's sight.
- 4.2.5** The advertising areas are determined only on those areas of the gymnastics apparatus and the auxiliary apparatus which are not direct competition surfaces.
- 4.2.6** Acronyms and logos in the form of stick-on advertisement, placed on the advertising areas, may in no way lead to an encroachment of the competitors' safety.
- 4.2.7** The form, colour and presentation of the acronyms and logos on the advertising areas must be uniform (see Art. 4.3).
- 4.2.8** For the purpose of labelling and identification of their specific products, the manufacturer of the gymnastics apparatus and the auxiliary apparatus may visibly place their acronyms (brand identification) and logos on the apparatus, external of the advertising area (manufacturer identification). Article 4.6 governs the stipulations for the manufacturers in particular.

4.2.9 The use of advertising areas on the gymnastics apparatus and the auxiliary apparatus may not produce a negative effect on the overall appearance of the event. The impression should result in television and press broadcast and also to the spectator that the acronyms and logos accommodate the other means of advertising in decent, aesthetic and harmonious form.

4.2.10 Other than the trademark of the manufacturer, no other advertising may be applied to the hand apparatus used by the gymnasts in Rhythmic Gymnastics.

4.3 General Stipulations on the use of Brand Identification (Acronyms) and Logos or any other forms of advertisement on the Advertising Areas

4.3.1 Definitions

Acronym is the written out word name or abbreviation which characterizes the product or the enterprise in the specific corporate design.

Logos are emblems, symbols, labels or trademarks which are used for the enterprise or product designation.

4.3.2 Colour Stipulation

The gymnastics apparatus and the auxiliary apparatus used for a UEG event must completely exhibit a basic primary colour.

The carpet or covering used on the podium or on the floor must assimilate with the colour of the gymnastics apparatus and auxiliary apparatus.

The customary colours used in apparatus production are valid as the basic primary colours.

The customary primary colours are blue, white, red and brown (leather). The exact colour standards for the apparatus, auxiliary apparatus, carpet and/or covering used on the podium or on the floor (Pantone / HKS / RAL) must be submitted to the UEG for the final approval.

4.3.2.1 Acronyms (Brand identification) and logos or any other forms of advertisement may use only one colour on the advertising areas.

Only the colours of either black or white are allowed.

Acronyms and logos and any other form of advertising must be “free standing”, or in the form of a sticker type with a transparent background.

The UEG recommends the following colour combinations as basic primary colours for the gymnastics and auxiliary apparatus:

Blue	Acronyms / logos or any other forms of advertisement in white or black
Red	Acronyms / logos or any other forms of advertisement in white or black
Brown (leather)	Acronyms / logos or any other forms of advertisement in black

4.3.3 Use of Acronyms (brand identification) / Logos or any other forms of advertisement on the Advertising Areas

The use of acronyms / logos or any other forms of advertisement is only permitted on the advertising areas established in Article 4.4.

Only the acronym and / or the logo or any other forms of advertisement of one product / enterprise is permitted on an advertising.

Acronyms / logos or any other forms of advertisement of the gymnastics apparatus manufacturer for labelling their own products are in principle permitted only outside of the advertising area, unless the manufacturer or the supplier of a UEG event wishes their acronym / logo or any other forms of advertisement to be used as well for advertising purposes.

Placing the acronyms / logos or any other forms of advertisement on the advertising areas is exclusively done by the UEG, respectively the person authorized by the UEG.

On the condition that the final approval and release come through the UEG Executive Committee, based on product technique procedure the application of acronyms / logos or any other forms of advertisement on the advertising surface can be made by the gymnastics apparatus manufacturer as well. This must however, be discussed previously with the UEG, respectively the person authorised by the UEG.

Acronyms / logos or any other forms of advertisement that do not meet the requirements will be removed at the cost of the gymnastics apparatus manufacturer.

Gymnastics apparatus and auxiliary apparatus onto which, for specific reasons, advertising / logos or any other forms of advertisement cannot be applied will be exchanged and replaced by the organising member federation for apparatus respective to the stipulations.

4.3.4 The Acronyms / Logos as Manufacturer (Brand) or any other forms of advertisement Identification

Specific advertising areas are assigned and can be used for manufacturer identification (see Article 4.4).

4.4 Advertising Areas on the Gymnastics Apparatus

The specifications presented in this paragraph are valid for the gymnastics apparatus and the auxiliary apparatus which are installed in the competition area in the realm of UEG events.

The measurements and the placement of the advertising areas and of the manufacturer identification on the gymnastics apparatus are more closely denoted in Article 4.4.1 through 4.4.11.

The acronyms and logos or any other forms of advertisement must be adjusted to within the existing advertising area or, as manufacturer identification to the respective proportions.

For a further explanation, in Chapter 4 there are diagrams included which exhibit the advertising area and the manufacturer identification on the gymnastics apparatus and the auxiliary apparatus.

4.4.1 Advertising Area on the Pommel Horse

Placement:

Both side surfaces of the pommel horse, centred, 6 cm distance from the lower edge

Support legs, centred

Measurements:

80 x 10 cm maximum advertising area on the side surfaces of the body of the horse

30 x 6 cm maximum advertising area on both support legs

4.4.1.1 Manufacturer Identification on the Pommel Horse

Placement:

Both head ends of the pommel horse, centred, 6 cm from the lower edge

Support legs, centred

Measurements:

30 x 4 cm manufacturer identification on the body ends

30 x 4 cm manufacturer identification on the support legs

4.4.2 Advertising Area on the Vaulting Table

Placement:

On both long side edges of the table;

On the back side (turned away from the runway) of the support or support leg(s) of the vaulting table.

Measurements:

80 x 8 cm maximum advertising area on the two edges

30 x 6 cm maximum advertising area on the support leg(s) or

20 x 20 cm on the support

4.4.2.1 Manufacturer Identification on the Vaulting Table

Placement:

On the back edge, centred, of the Vaulting Table (turned away from the runway) on the side of the support or support leg(s) (parallel to the runway) on the front side of the support or the support leg(s) (facing the runway).

Measurements:

30 x 6 cm maximum on the back edge of the Vaulting table

30 x 4 cm maximum on the support leg(s)

and/or 20 x 20 cm on the support

4.4.3 Advertising Area on the Floor Exercise Area for Artistic Gymnastics / Rhythmic Gymnastics / Aerobic Gymnastics / Acrobatic Gymnastics

Placement:

Outside of the delineated competition surface on the safety border; one advertisement, centred, one per side

Measurements:

180 x 20 cm maximum advertising area

4.4.3.1 Manufacturer Identification on the Floor Exercise Area for Artistic Gymnastics / Rhythmic Gymnastics / Aerobic Gymnastics / Acrobatic Gymnastics

Placement:

In all four corners on the safety border, outside of the indicated boundary lines

Measurements:

70 x 10 cm manufacturer identification

4.4.4 Advertising Area on the Ring Frame

Placement:

On the straps, 10 cm above the rings

on the two supports of the overall frame, 40 cm below the lower frame angle (in the height of the rings)

Measurements:

Maximum 25 x 3.5 cm advertising area on strap surface of 70 cm x 3.5 cm

Maximum 40 x 6 cm advertising area on the width of the 7 cm supports

4.4.4.1 Manufacturer Identification on the Ring Frame

Placement:

On the straps at the upper strap ends

on both supports of the overall frame, above the lower frame angle, centred between the lower and the top frame angle

on both supports of the overall frame, from the lower frame angle, centred, measured from the advertising area (see illustration)

Measurements:

2.5 cm x 5 cm manufacturer identification on the upper part of the strap ends

30 x 4 cm manufacturer identification on both supports of the overall frame, above the lower frame angle, centred between the lower and the top frame angle

30 x 4 cm manufacturer identification on both supports of the overall frame, from the lower frame angle, centred, measured from the advertising area (see illustration)

4.4.5 Advertising Area on Men's Parallel Bars

Placement:

On the support posts, 10 cm measured below the rail adjustment, on the outside.

Measurements:

30 x 6 cm maximum advertising area

4.4.5.1 Manufacturer Identification on Men's Parallel Bars

Placement:

On the support posts in the lower third, centred, measured from the advertising area (see illustration)

Measurements:

20 x 3 cm on the support posts

4.4.6 Advertising Area at the Horizontal Bar

Placement:

On both high bar pillars 60 cm below the bar supports, on the outside.

Measurements:

30 x 6 cm maximum advertising area

4.4.6.1 Manufacturer Identification at the Horizontal Bar

Placement:

On both high bar pillars in the lower third, centred, measured from the advertising surface (see illustration)

Measurements:

20 x 3 cm on both high bar pillars

4.4.7 Advertising Area at the Uneven Bars

Placement:

On the higher support post, 60 cm below the rail adjustment, on the outside.
On the lower support post, 10 cm below the rail adjustment, on the outside.

Measurements:

30 x 6 cm maximum advertising area

4.4.7.1 Manufacturer Identification at the Uneven Bars

Placement:

On all four support posts in the lower third, centred, measured from the advertising area

Measurements:

20 x 3 cm manufacturer identification

4.4.8 Advertising Area on Balance Beam

Placement:

On the side areas of the body of the balance beam, one advertising area respectively, centred

Measurements:

100 x 8 cm maximum advertising area

4.4.8.1 Manufacturer Identification on Balance Beam

Placement:

On both head ends of the body of the balance beam, centred
on both support legs, centred

Measurements:

6 x 8 cm on the head

30 x 4 cm on the support legs

4.4.9 Advertising Area on the Trampoline

Placement:

On a board to be fixed on the long sides of the Trampoline, centred
(the advertising board must be firmly fixed to the frame and may not move).

Measurements:

Of the board and advertising area 200 x 20 cm.

4.4.9.1 Manufacturer Identification on the Trampoline

Placement:

On top of the safety padding on the long side of the Trampoline, centred

On the three side surfaces of the two end decks, centred

Measurements:

40 x 12 cm on the safety padding

80 x 20 cm on the end decks

4.4.10 Advertising Area on the Double Mini-Trampoline

Placement:

On a board to be fixed on the frame and centred between the support legs on the long sides of the Double Mini-Trampoline.

(the advertising board must be firmly fixed to the frame and may not move).

Measurements:

Of the board and advertising area 100 x 12 cm.

4.4.10.1 Manufacturer Identification on the Double Mini-Trampoline

Placement:

On top of the horizontal safety padding of the frame on both sides of the Double Mini-Trampoline, centred between the support legs.

Measurements:

40 x 12 cm on the safety padding

80 x 20 cm on the end decks

4.4.11 Advertising Area on the Tumbling Track

Placement:

One on the surface of the side of the run up and three on the surface of the side of the Tumbling Track, alternating with the manufacturer identification.

Measurements:

100 x 8 cm

4.4.11.1 Manufacturer Identification on the Tumbling Track

Placement:

One on the surface of the side of the run up, two on the surface of the side of the Tumbling Track, and one on the surface of the side of the landing mat, alternating with the advertising area mentioned above.

Measurements:

100 x 8 cm

- 4.5 Advertising Areas on the Auxiliary Apparatus**
According to the definitions presented in Article 3.1, the advertising areas and the manufacturer identification on the auxiliary apparatus are established as follows:
- 4.5.1 Advertising Area and Manufacturer Identification on the Landing Mats**
Placement:
On the mat side surfaces, one advertising area or one manufacturer identification per mat side, centred

Measurements:
100 x 8 cm maximum advertising area and manufacturer identification
- 4.5.2 Advertising Area and Manufacturer Identification on the Double Mini-Trampoline and Tumbling Landing Mats**
Placement:
On each of the long side mat surfaces, one advertising area and on each of the short side mat surfaces one manufacturer identification, per mat side, centred.

Measurements:
100 x 8 cm maximum advertising area and manufacturer identification
- 4.5.3 Manufacturer Identification on the Supplementary Landing Mats**
Placement:
On the mat side surfaces, one manufacturer identification per mat side, centred

Measurements:
50 x 4 cm manufacturer identification.
- 4.5.4 Advertising Area and Manufacturer Identification on the Spotter Mat for Trampoline**
Placement:
On the mat side surfaces, one advertising area or one manufacturer identification per mat side, centred

Measurements:
100 x 8 cm maximum advertising area and manufacturer identification
- 4.5.5 Advertising Area and Manufacturer Identification on the Supplementary Safety Mat for Sports Acrobatics**
Placement:
On the mat side surfaces, one advertising area or one manufacturer identification per mat side, centred

Measurements:
50 x 4 cm maximum advertising area and manufacturer identification
- 4.5.6 Advertising Area and Manufacturer Identification on the Chalk Stand**
Placement:
On the front and the back side of the chalk box portion, centred
on the support leg of the chalk stand, centred

Measurements:

30 x 4 cm maximum advertising area on the chalk box portion

20 x 3 cm manufacturer identification on the chalk box portion and on the support leg of the chalk stand

4.5.7 Manufacturer Identification on the Vaulting Board

It is manufacturer identification exclusively which is allowed on the vaulting boards.

Placement:

At the head end of the take off side, centred

Measurements:

30 x 4 cm manufacturer identification

4.5.8 Additional Safety Matting

The gymnastics apparatus manufacturer is permitted to put additional safety matting in operation at the individual apparatus according to the existing rules, as long as it follows the criteria specified under Article 4.2. The measurements and placements established in Articles 4.4 and 4.5 are valid here as well.

4.5.9 Advertising Mats and any other form of advertisement on the Competition Podium

Advertising mats and any other form of advertisement are allowed exclusively for UEG sponsor's identification.

The advertising mats must be of the same colour as the carpet being used on the podium or on the floor.

The number and placement of displayed advertising mats and any other form of advertisement on the competition podium are allowed exclusively for UEG sponsor's identification and are established in the internal contract configuration between the UEG and the sponsor.

Measurements:

Advertising mats maximum 200 x 80 cm

4.5.10 Awards Ceremony Podium - Placement of the UEG logo

The podium for the awards ceremony must bear only the UEG logo and the medal places (1-2-3).

The placement of the UEG logo is compulsory, centred (below the 1).

Further advertising or logos are prohibited.

4.6 Acronyms (Brand Identification) / Logos of the Gymnastics Apparatus Manufacturer

Dependent on Article 4.7, the gymnastics apparatus manufacturers who supply apparatus for UEG events and whose gymnastics apparatus, respectively auxiliary apparatus is installed in the competition area have the possibility to label their own enterprise products for the purpose of identification.

For this purpose acronyms / logos can be used as manufacturer identification outside of the advertising areas on the apparatus on the foreseen space for the manufacturer's identification as foreseen in Articles 4.4 and 4.5.

4.6.1 The certificate of origin is not considered as additional advertising when it serves as identification of their own product or is used for the purpose of contrast and distinction with regard to products of competitors.
Manufacturer identification as acronyms / logos may be only the registered trademark which is used on the gymnastics apparatus and auxiliary apparatus.

4.6.2 Placement and Measurements

The placement and measurements of the manufacturer identification are specified in detail in Articles 4.4 and 4.5.

4.7 Procedures of approval for the admission of advertising brand identification and logos on the gymnastics apparatus and auxiliary apparatus

4.7.1 Acronyms (Brand identification) / logos which shall be applied at UEG events on the advertising surfaces of the gymnastics apparatus and the auxiliary apparatus must be approved ahead of time in writing by the UEG.

For that purpose copies or drawings suited to measurement of the respective enterprise must be submitted to the UEG at least two months prior to the start of the event.

4.7.2 Manufacturers of gymnastics apparatus and auxiliary apparatus who have valid FIG certificates and who have been approved by the UEG as supplier of a UEG event and who have to confirm the general conditions for the equipment of the event by signing a contract with the organiser or the UEG, must also submit to the UEG two months prior to the start of the event, copies or drawings of their brand identification / logos, suited to measurement, which for the purpose of visual identification of the manufacturer are to be applied to the gymnastics apparatus and auxiliary apparatus.

The placement and the manufacturer identification (logo/identification) are to be indicated true to measurement.

The UEG decides with regard to the release and if necessary undertakes modifications of which the organiser and the manufacturer are advised.

4.7.3 Individual details with regard to the admission criteria about the utilized apparatus as well as with regard to the use of the advertising areas and the manufacturer identification are a component part of the agreement between the UEG and the organising federation.

4.7.4 Advertising partners, gymnastics apparatus manufactures and suppliers within the realm of an UEG event which wish to appear in the competition area with its acronym / logo, have the obligation to first be approved by the UEG. The UEG reserves all rights in this regard. Upon refusal of one of the above mentioned, the UEG is not obligated to give any reasoning

4.8 Verification of / Checking the Advertising on the Apparatus

The advertising on the gymnastics apparatus and the auxiliary apparatus is a component part of the event advertising plan, which is established jointly between the UEG or its authorised marketing agency and the organiser.

- 4.8.1** As the last decisive resort the UEG Executive Committee is responsible for the verification and observance of the advertising, and checks this prior to the start of the official event.
- 4.8.2** The UEG Executive Committee has the right to require and to undertake changes in the placement, dimensions or quantity of any advertising and manufacturer identification at the competition venue when, based on the Rules, this is necessary.
- 4.8.3** The only person permitted to undertake any possible changes is the individual so charged by the UEG Executive Committee.

These regulations were modified by the Executive Committee in March 2016.
The so modified regulations will come immediately into operation.

UNION EUROPEENNE DE GYMNASTIQUE
Georges Guelzec **Kirsi Erofejeff-Engman**
President **General Director**