

Event: CDI * - SÃO PAULO
2009**

Date: 10th -13rd, September

Place: Sociedade Hípica Paulista

NF: Brazil / São Paulo

GENERAL CONDITIONS

This event is organised in accordance with:

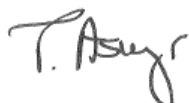
- FEI Statutes, 22nd edition, effective 15 April 2007, updated 21 November 2008,
- FEI General Regulations, 23rd edition, effective 1st January 2009,
- FEI Veterinary Regulations, 11th edition, effective 1st January 2009,
- Equine Anti-Doping and Medication Control Rules (EADMCR), effective 1st June 2007, updated 10 April 2008
- FEI Anti-Doping Rules for Human Athletes (ADRHA), 2nd edition, effective 1st January 2009
- The Rules for Dressage Events (23rd edition, effective 1st January 2009), and if applicable the Rules for the World Cup Dressage Events.
- All subsequent corrections and modifications to the above Rules and Regulations as published by the FEI.
- An arbitration procedure is provided for in the FEI Statutes and General Regulations referred to above. In accordance with this procedure, any appeal against a decision rendered by the FEI or its official bodies is to be settled exclusively by the Court of Arbitration for Sport (CAS) in Lausanne, Switzerland.

- It is the responsibility of NFs to ensure their participants are of the correct age, and that athletes and horses are registered with the FEI.

Approved by the FEI

Lausanne, on 6aug2009

Signature:



Trond Asmyr

Director

Dressage and Para-Equestrian Dressage

GENERAL INFORMATION

1. DENOMINATION OF EVENT

STATUS: CDI

DATE (dd/mm/yy): 10th – 13rd September, 2009

PLACE: Sociedade Hípica Paulista/São Paulo

COUNTRY: Brazil

2. ORGANISER

Name: Federação Paulista de Hipismo

Address: Carmo do Rio Verde, 241 – Jd Caravelas

Telephone: 5511 5642-3353 Email: adestramento@fph.com.br

FAX: 5511 5642-3352 Website: www.fph.com.br

3. ORGANISING COMMITTEE (Art. 101.6)

Honorary President : Mr. Luiz Roberto Giugni – President of Brazilian NF
Mr. Francisco Jose Mari – President of FPH

President of the Event : Mr. Francisco C. Almeida Leite – President of SHP
Mr. Cel Salim Nigri – Director of Dressage - CBH
Mr. Élcio Garcia Alvares – Director of Dressage - FPH

Show Secretary : Mr. Alexandre Moraes de Almeida – Director of Dressage – SHP

4. EVENT DIRECTOR

Name : Renato Junqueira Arantes

Address: Rua Quintana, 206 – Brooklin – São Paulo/SP - Brazil

Telephone: 5511 5504-6130

Email: r.dejet@gmail.com

5. COMPLETE POSTAL ADDRESS OF THE SHOWGROUND

Street: Rua Quintana, 206 – Brooklin

Postal: 04569-010

City: São Paulo – SP – Brazil

Tel. Show office: 55 11 5504-6130

OFFICIALS

1. GROUND JURY :

President : Mr. Eric Lette (SWE) ✓
Member : Mr. Ghislain Fouarge (HOL) ✓
Member : Mrs. Marian Cunningham (PER) ✓
Member : Mrs. Cláudia Moreira de Mesquita (BRA) ✓
Member : Mrs. Sabine Bilton (BRA) ✓
Reserve Member : Mr. Salim Nigri (BRA)

2. FOREIGN JUDGE :

Name : Mr. Eric Lette (SWE) ✓
Email: eric@lette.se

3. CHIEF STEWARD :

Name : Ingrid Borghoff Troyko
Email: ingridtroyko@hotmail.com

4. FEI VETERINARY DELEGATE :

Name: Dr.Fábio Luiz Tuna Vieira (SHP)
Email: fabiovieira@sociedadehipicapaulista.com.br

SPECIFIC TECHNICAL CONDITIONS

1. VENUE :

The event will take place: outdoors

2. COMPETITION ARENA :

Total dimensions: 20x60m
Type of Sand Footing: natural sand
(Competition arena - dimensions: 20 x 60m)

3. PRACTICE ARENA :

Arena - dimensions: 20 x 60m
Type of Sand Footing: natural sand

4. STABLES :

Size of boxes 3m x 3m

5. INVITATIONS

Number of NFs invited: OPEN

State which NFs are invited: ARG/URU/CHI/PER/COL/SWE v

Reserve NFs:

Number of home athletes: OPEN

Number of athletes per NF: OPEN

Number of horses per athlete: 3 (THREE)

Athletes are invited by the Organising Committee through their NF.

One groom per rider.

6. ENTRIES

N.B. All Athletes & Horses participating in any International competition must be registered with the FEI.

Entries in Principle: **25th August , 2009**

Nominated Entries:

Definite Entries: **01st September, 2009**

Last date for substitutions: **01st September, 2009** – at 01:00pm

Entry fee per horse: R\$ 1.000,00 (B. Tour), R\$500,00 (S Tour)

Starting fee per horse: R\$ 1.000,00 (B. Tour), R\$500,00 (S. Tour)

Entries have to be sent to: Sociedade Hípica Paulista Fax: 55 11 5506-2956

To confirm your entries, call to 55 11 5504-6110 or 55 11 5501-6130

Payments after September 1st, + R\$250,00

Sociedade Hípica Paulista

Banco Itaú

Agência nº 0741

Conta Corrente nº 63116-2

CNPJ: 62.478.938/0001-79

IMPORTANT - Entry forms must include the following information on horses/ponies and athletes:

Horses: • name of horse • date of birth • breed • country of birth • stud-book initials • passport number/FEI horse registration number • colour • sex • name(s) of owner(s)

Athletes: • name of athlete • nationality of athlete • FEI rider registration number

“NB: Withdrawals after the date of definite entries or no-shows will be held liable to reimburse the OC for the actual financial loss incurred by the OC (i.e. stabling and hotel expenses) as a result of the late withdrawal or no-show.”

FACILITIES OFFERED

A) ATHLETES

Hotel Tryp Berrini
Rua Quintana, 934
Tel. 55 11 5505-3800

Accommodated (bed and breakfast) at athlete expense

Meals: at the expense of athlete

B) GROOMS

Requests for accommodation must be sent with entries.
Cost of accommodation will be at the cost of athlete from arrival to departure.

Meals: at athlete expense from arrival to departure at the showground.

C) HORSES / PONIES

Transport expenses to be paid by the athlete.
Stabling arrangements, from 08/september (before 1 pm) to 14/september (before 11 am). Cost to be paid by athlete
If by the athlete, at R\$ 250,00 per stable.
Costs must be paid by the athlete until September 1st.

Sociedade Hípica Paulista

Banco Itaú

Agência nº 0741

Conta Corrente nº 6316-2

CNPJ: 62.478.938/0001-79

Fax 11 5506-0611 com Erica

D) WELCOME

The time and date of arrival of athletes and horses and their means of transport must be given to the in order to facilitate them on arrival

E) LOCAL TRANSPORTATION - ARRANGEMENTS FROM HOTEL TO SHOWGROUNDS

Please provide details by taxi/ hotel is very near the showground

F) VETERINARY INSPECTION

Date (dd/mm/yy) : 10 September 2009

Time: From 2pm to 2: 30pm

Horses must enter in the restrict area 24h before the Veterinary Inspection, therefore before 2pm of 9/september.

G) DRAW FOR THE ORDER OF STARTING (Art. 425, 456)

Date (dd/mm/yy): 10 September 2009

Time: Following

Competitions other than Grand Prix, Grand Prix Special and Grand Prix Freestyle according to Art. 425

- **GRAND PRIX**

a) Ordinary draw

- **GRAND PRIX SPECIAL**

a) CDI3*

- draw within groups of five in reverse order of the result of the Grand Prix (group of riders placed 11-15th to start first)

- **GRAND PRIX LEVEL FREESTYLE TEST**

a) CDI3*

- draw within groups of five in reverse order of the result of the Grand Prix (group of riders placed 11-15th to start first)

H) ADVERTISING AND PUBLICITY ON COMPETITORS AND HORSES

(Art. 136.1-2)

The athletes **are** authorised to carry the logo of their personal sponsor on the saddlecloth in accordance with Art. 136.1-2. The Chief Steward will check that the advertising and publicity on athletes and horses complies with Article 136 of the General Regulations.

I) SCORING - AVERAGE SCORE and OPEN SCORING

Yes

No

VETERINARY MATTERS

1. SHOW VETERINARIAN:

Name: Dr. Clayton Pereira
Address: Rua Quintana, 206
São Paulo – SP
Phone: 55 11 5504-6125

2. CUSTOMS FORMALITIES

Name: SPS Guimarães Logística
Address: Rua Augusto Severo, 13 cj 13 Centro Santos
Telephone: 55 13 3219 7744 Fax: 55 13 3219 7740
Email: eguimaraes@guimaraeslogistica.com.br

3. HEALTH REQUIREMENTS FOR THE ENTRY OF HORSES

Details on compulsory health tests and, where applicable, quarantine period and protocol, etc. PLEASE APPEND SPECIMEN IMPORT LICENCES WHICH WILL BE APPLIED TO HORSES ATTENDING THIS EVENT. In case of doubt or problems, please contact the FEI Veterinary Department as soon as possible.

4. MEDICATION CONTROL LABORATORY

Details of FEI Approved Laboratory appointed to carry out analyses on samples collected at this event. (Vet. Regs. Art. 1021 and FEI Bulletin).

Name: US Equestrian Federation Equine Drug Testing and Research Laboratory

Address: Ithaca, N.Y, USA

Telephone: +1 607 266 0328 Fax:

Email: medequestrian@aol.com

5. NAME OF DOCTOR / MEDICAL SERVICE

Name: Torre Emergências Médicas Ltda.

6. NAME OF FARRIER

Name: Mr. Carlito

MISCELLANEOUS

A) GENERAL CLASSIFICATION AT THE END OF THE COMPETITIONS

B) PRIZE - CLASSIFICATION

C) PRIZE GIVING CEREMONY

D) DEDUCTIONS FROM PRIZE MONEY

No prize money

E) INSURANCES

All owners and athletes are personally responsible for damages to third parties caused by themselves, their employees, their agents or their horses. They are therefore strongly advised to take out third-party insurance providing full coverage for participation in equestrian events at home and abroad, and to keep the policy up to date.

F) ENTRY RIGHT TO SHOWGROUNDS (Art. 133, 1005)

TO BE PUBLISHED VERBATIM IN ALL SCHEDULES

THE FEI CODE OF CONDUCT

FOR THE WELFARE OF THE HORSE

The Fédération Equestre Internationale (FEI) expects all those involved in international equestrian sport to adhere to the FEI's Code of Conduct and to acknowledge and accept that at all times the welfare of the horse must be paramount and must never be subordinated to competitive or commercial influences.

1. At all stages during the preparation and training of competition horses, welfare must take precedence over all other demands. This includes good horse management, training methods, farriery and tack, and transportation.
2. Horses and athletes must be fit, competent and in good health before they are allowed to compete. This encompasses medication use, surgical procedures that threaten welfare or safety, pregnancy in mares and the misuse of aids.
3. Events must not prejudice horse welfare. This involves paying careful attention to the competition areas, ground surfaces, weather conditions, stabling, site safety and fitness of the horse for onward travel after the event.
4. Every effort must be made to ensure that horses receive proper attention after they have competed and that they are treated humanely when their competition careers are over. This covers proper veterinary care, competition injuries, euthanasia and retirement.
5. **The FEI urges all involved with the sport to attain the highest levels of education in their areas of expertise.**

A full copy of this Code can be obtained from the Fédération Equestre Internationale, Avenue Mon-Repos 24, CH-1005 Lausanne, Switzerland. Telephone: +41 21 310 47 47. The Code is available in English & French. The Code is also available on the FEI's website: www.fei.org.

C O M P E T I T I O N S

**International competitions should not start before 8:00 am
and should not finish after 23:00 pm**

NO PRIZE MONEY

Only trophies, medals, rosettes and blankets

FIRST DAY: Friday **DATE** (dd/mm/yy) : **11.09.09**

COMPETITION No 1 9 am

(Name of competition, art ...)

Indicate test to be ridden and edition : FEI **Prix St.Georges 2009**

Number of horses per athlete : 2

Starting order: Draw Art 425

Entry fee : for the 3 tests 500,- + 500,- starting fee

* * * * *

COMPETITION No 2 in continuation

(Name of competition, art ...)

Indicate test to be ridden and edition: FEI **Grand Prix - 2009**

Number of horses per athlete: 2

Starting order: Draw Art 425, athletes to opt for the Grand Prix Special or the Grand Prix Freestyle before the draw.

Entry fee : for the 2 tests R\$ 1000,- + 1000,- starting fee

* * * * *

SECOND DAY : Saturday **DATE** (dd/mm/yy) : **12.09.09**

COMPETITION No 3 9 am

(Name of competition, art ...)

Indicate test to be ridden and edition: FEI **Intermediate I - 2009**

Number of horses per athlete: 2

Starting order: Draw Art 425

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COMPETITION No 4 in continuation

(Name of competition, art ...)

Indicate test to be ridden and edition: FEI **Grand Prix Special - 2009**

Number of horses per athlete: 1

Starting order: Draw Art 425, open to up to the 15 best athlete/horse combinations from the Grand Prix who have opted for the Grand Prix Special

Entry fee :

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COMPETITION No 5 9 am

(Name of competition, art)

Indicate test to be ridden and edition: FEI **Freestyle Intermediate I ed. 2009**

Number of horses per athlete: 1

Starting order: Draw Art 425

Entry fee:

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COMPETITION No 6 in continuation

(Name of competition, art ...)

Indicate test to be ridden and edition: FEI **Freestyle Grand Prix ed. 2009**

Number of horses per athlete: 1

Starting order: Draw Art 425, open to up to the 15 best athlete/horse combinations from the Grand Prix who have opted for the Grand Prix Freestyle

Entry fee:

APPENDIX TO SCHEDULE
MUST BE DISTRIBUTED TO ALL OFFICIALS,
FOR OTHER AVAILABLE ON REQUEST

VETERINARY MATTERS (Art. 1004.2, 1005, 1011)

1. VETERINARY ASPECTS "A"

VETERINARY REGULATIONS, 11th Edition, 1st January 2009

(see website www.fei.org)

VETERINARY EXAMINATIONS, HORSE INSPECTIONS & PASSPORT CONTROLS

These will be carried out in accordance with the "Veterinary Regulations", Art. 1011 & the discipline rules.

"General Regulations", 23rd Edition, effective 1st January 2009 will apply:

Art. 139.1

Every horse entered for any competition at CNs or CIMs (see Appendix D) in a foreign country (see GRs 141.2), and all horses entered for other CIs, CIOs, Championships, Regional and Olympic Games, whether at home or in foreign countries (see GRs 141.2), must have an official, valid FEI Passport, or a National Passport approved by the FEI and accompanied by an FEI Recognition Card and, when applicable, an FEI registration number, as a means of identification and to establish ownership.

Art. 139.2

Horses taking part in CNs and CIMs (see Appendix D) in their country of residence are not required to have such a passport as is mentioned in paragraph 1. All such horses must be properly registered and identifiable and, unless there is no national requirement for equine influenza vaccination in the host country and in the country of origin all horses must have a valid vaccination certificate.

EQUINE INFLUENZA VACCINATION, VET. REGS. ANNEX VII

(except events taking place in NZL & AUS)

All horses and ponies for which an FEI Passport, or a National Passport approved by the FEI has been issued, must have the vaccination section endorsed by a veterinarian, stating that it has received two injections for primary vaccination against equine influenza, given between 1 and 3 months apart. In addition, a booster injection must be recorded as having been given within each succeeding 6 months, subsequent to the second injection of the primary vaccination. None of these injections must have been given within the preceding 7 days including the day of the competition or of entry into the competition stables.

The above are the minimum requirements for influenza vaccination. Both primary and first and subsequent booster injections should be given according to the manufacturer's instructions which will fall within the stipulation of the FEI ruling.

SAMPLING FOR PROHIBITED SUBSTANCES (Vet. Regs. Chapter V & VI and Annex IV)

Regular sampling is carried out in CCI3*/4*, CSIs (3*, 4*, 5*), CIOs, World Cup Qualifiers and Finals, Championships and Games, whereas at other CIs sampling is recommended. When testing takes place, the number of horses tested is at the discretion of the Testing Veterinarian/Veterinary Delegate; however, a minimum of three is recommended (Vet. Regs. Art. 1016)

Special guidelines are applicable for events covered by the FEI Medication Control Programme (Groups I & II only).

MEDICATION CONTROL PROGRAMME (GROUP I & II ONLY)

The Organising Committees of FEI events within Groups I & II are advised to charge competitors the equivalent of CHF 12.50 per horse per event as a contribution towards the costs of the MCP programme.

2. VETERINARY ASPECTS "B"

A) HEALTH REQUIREMENTS FOR THE ENTRY OF HORSES

Details on compulsory health tests and, where applicable, quarantine period and protocol, etc. PLEASE APPEND SPECIMEN IMPORT LICENCES WHICH WILL BE APPLIED TO HORSES ATTENDING THIS EVENT. In case of doubt or problems, please contact the FEI Veterinary Department as soon as possible.

B) CUSTOMS FORMALITIES

NFs holding an international event in their country should inform their National Veterinary Authority and their Customs Authority at least four weeks beforehand. They should request every facility to assist the movement of horses accompanied by FEI Passports, and the necessary veterinary certification at frontier crossing points into and out of their countries. (Vet. Regs. Art. 1004.2)

C) MCP CENTRAL LABORATORY - APPLICABLE ONLY TO GROUPS I & II

Under the Medication Control Programme (MCP) in Groups I and II, all samples collected in accordance with Vet. Regs Art. 1016 will be analysed by the Laboratoire des Courses Hippiques (LCH), 15, rue de Paradis, F-91370 Verrières le Buisson. The central MCP Laboratory will be reviewed in June 2009. Please refer to FEI Bulletin for further information. For events other than those listed in Vet. Regs Art. 1016 or for events other than in Groups I and II, samples may be analysed at an alternative FEI listed laboratory (Vet Regs Art. 1021).

MISCELLANEOUS

1. OBJECTIONS/COMPLAINTS (Art. 167-171)

All complaints and objections to be valid must be made in writing and accompanied by a deposit of CHF 150.- or equivalent.

2. EVENT'S ORGANISATION (Art. 114 - 115)

In exceptional circumstances, together with the approval of Chefs d'Equipe and Ground Jury the OC reserves the right to modify the schedule in order to clarify any matter or matters arising from an omission or due to unforeseen circumstances. Any such changes must be notified to all competitors and officials as soon as possible and they must be reported to the FEI Secretary General by the Foreign Judge.

3. START LISTS & RESULT SHEETS

The name of the owner of each horse/pony will be added to all start lists and result sheets, as well as its stud book initials, country of birth, sex and age.

4. DISPUTES

In the event of any discussion concerning the interpretation of the schedule (in translated languages), the English version will be decisive.

5. RESULTS

Results including the amount of prize money awarded (if any) and the value of the prizes in kind must be sent to the FEI **within one week following the event** using the standard excel results form. The horses' passport, name and nationality of the horses owner must also be included with the results.

FOR THE **INFORMATION OF ORGANISING COMMITTEES
AND OFFICIALS**



**THE INTERNATIONAL DRESSAGE RIDER CLUB (IDRC)
THE INTERNATIONAL DRESSAGE TRAINER CLUB (IDTC)
FEDERATION EQUESTRE INTERNATIONALE (FEI)**

**REMINDER FOR ATHLETES AND TRAINERS
REGARDING WARMING-UP AND TRAINING AREAS**

In recent years the warming-up areas have become more accessible to spectators, judges, press and media who enjoy watching skilful and sensitive riding and training methods.

Every athlete and trainer must accept his responsibility to uphold the high level of horse welfare our sport has achieved.

All warming-up and training areas are supervised by officially appointed FEI stewards. Their job is to ensure that FEI regulations are enforced and athletes and trainers maintain standards of riding and warming-up in accordance with art. 143 and 144 of the FEI General Regulations.

Should any spectator, athlete, trainer or judge be concerned about, or feel they are witnessing rough or unfair riding or training, without delay they should immediately report the incident to the FEI Steward. The FEI Steward will then decide on the appropriate course of action including reporting the incident to the Chief Steward who will report to the President of the Ground Jury.

More detailed information regarding disciplinary procedures can be found in the FEI General Regulations, art. 174.

FOR THE *INFORMATION* OF ORGANISING COMMITTEES

STABLE SECURITY/STEWARDING AT INTERNATIONAL EVENTS

MINIMUM REQUIREMENTS TO ENSURE IMPLEMENTATION OF VRs Art. 1005.2.5, Annex X

1. ACCESS TO STABLE AREA

The stables must be completely enclosed within a suitably restrictive perimeter (stable area) which will act both as a deterrent to the admission of unauthorised persons and to the exit of horses. The area must be sufficiently large to allow horses to be evacuated from the stables in an emergency but still remain within the confines of the perimeter.

Whenever possible the stable area must include only stables; lorries, caravans, etc., should not be permitted within the area unless specifically needed as accommodation for horses and/or grooms.

Access to stables must be limited to those persons indicated in VRs Art. 1005.2.5. It is essential that the official issuing authorised access be a responsible person of seniority within the Organising Committee.

2. CONTROL OF ACCESS

A control system must operate at all entrance gates so that there is an efficient and reliable method of identifying those who enter and leave the stable area at any time.

Extra vigilance must be used in establishing the identity of persons and reasons for entering the stables during the night.

3. STEWARDING OF STABLE AREA

At least one stable steward, directly responsible to the Chief Steward, must be present or readily available in the vicinity of the stable area 24 hours a day during the entire duration of the event. He may be assisted by deputies as required. The steward/deputies must regularly patrol the stable area, without establishing any predetermined pattern, to discourage any form of illegal practices or abuses to horses. Any misdemeanours must be reported immediately to the stable steward who must, in turn, report to the Chief Steward.

The duty of the stewards is therefore to safeguard the welfare of the horses and to prevent any form of illegal practices.

4. GROOMS

It is appreciated that grooms wish to remain with their horses during the night. Only grooms duly registered with the OC are permitted to do so.

The Person Responsible must ensure that his/her grooms, or any other authorised persons with access to his/her horses, are familiar with the security and stewarding procedures operating at the event attended.

5. MOVEMENT THROUGHOUT EVENT GROUNDS

Movement of horses between the stables, practice, grazing and main arena must be strictly controlled. The optimum layout for Jumping and Dressage disciplines is attached. It is appreciated that flexibility will be required depending on the requirements of other disciplines.

6. STEWARDING OF PRACTICE ARENA

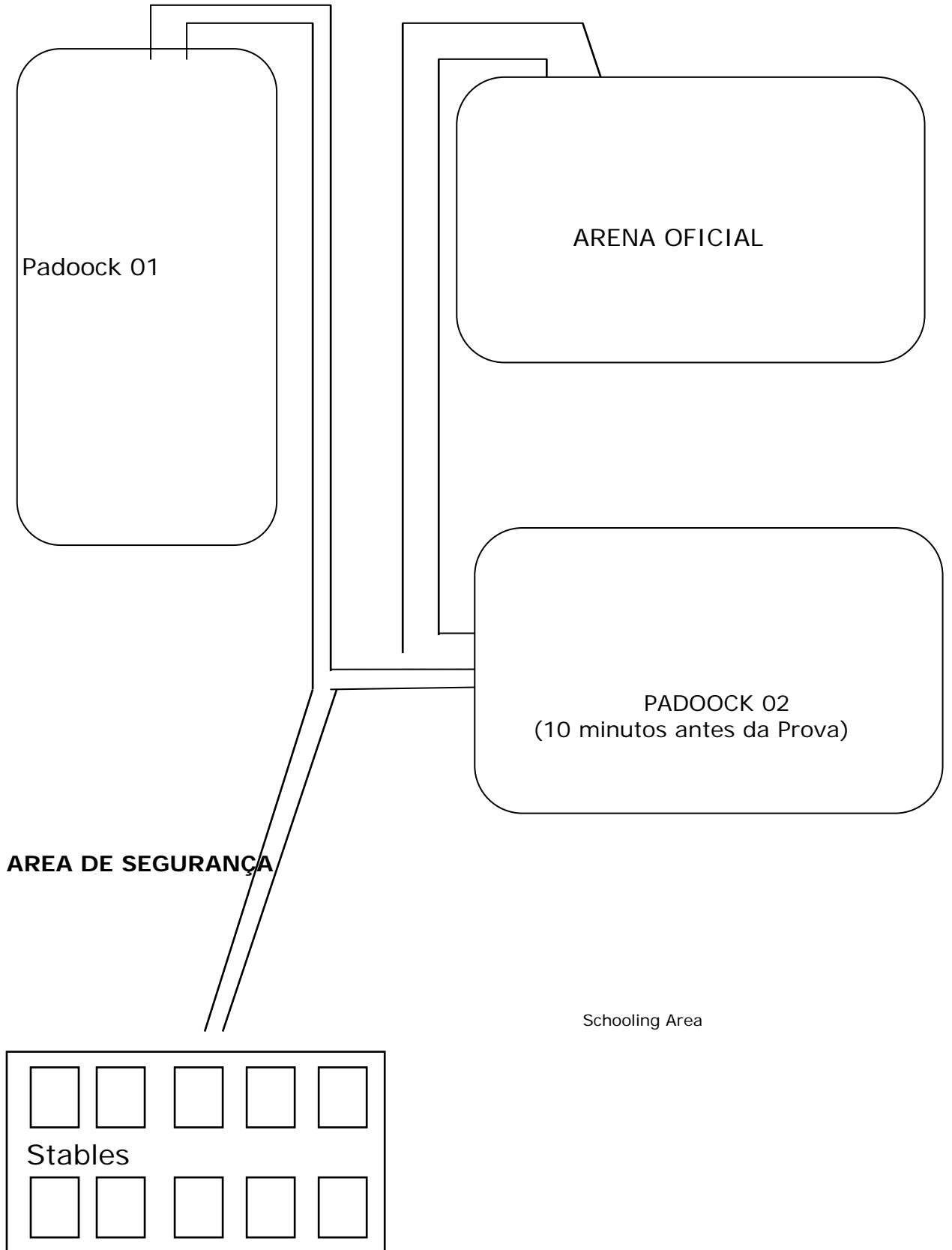
The Chief Steward must ensure that all practice arenas are adequately stewarded all the time that they are officially open. He must also ensure that these arenas are subject to random control when they are officially closed.

7. GRAZING AREA

It is recommended that a grazing area be provided at all outdoor events, and that this be subject to random control. If available, horses must only be grazed or walked in hand within this area.

The Foreign Judge/TD at events will be specifically asked to check that the relevant requirements are met as reasonably as can be expected, depending on the discipline, and to indicate clearly any shortfalls, following which consideration may be given to altering the category of the event in future.

**STABLE SECURITY / STEWARDING AT INTERNATIONAL
EVENTS
EXAMPLE LAYOUT FOR STABLES AND SHOWGROUND**



FOR INFORMATION PURPOSES

Effective as of 15 January 2007

For the information of NF's and Organising Committees of CDI's

SANCTIONS AGAINST CDI ORGANISING COMMITTEES BREAKING FEI RULES

Arena advertising (Article 429):

Advertising on arena fence exceeding stipulated maximum 44 meters.

1. Warning letter and financial fine of CHF 5.000 per meter in excess.
2. If second violation occurs, the event will not be granted CDI status at the next application to FEI calendar.

Foreign Judge (Article 437):

Use of only 2 Foreign Judges at CDI3*/CDIOs without receiving exemption from FEI.

1. Warning letter.
2. If second violation the event will not be granted CDI status at next application to FEI calendar.

FEI Dressage Committee

FOR INFORMATION

MEDIA AND PRESS

How the FEI can assist you in the lead up to your event

In order to ensure that your event features prominently in all press and media related issues, the FEI Communications Dept would like to take this opportunity to reiterate its commitment and dedication to providing you, the Organiser, with a variety of press and media related services so as to ensure optimal coverage and conditions in the lead up and throughout your event.

Increasing the visibility of our sport is a challenging goal. In order to assist you, we would like to begin by providing you with the following:

- IAEJ Guidelines and Checklist for Media Operations at Equestrian Events (here the simplified version is included). We may send you the detailed version upon request – It is important to provide good working conditions for the media as they are our voice to the outside.
- Accessible on the FEI website: Rider's Biographies; FEI Rule Books; Results and past results.
- Photo Galleries on the FEI Website to publish photos of your event.
- Upon request: Fact sheets of the relative discipline; contact details of members and stakeholders

In order to support you as efficiently as we can in promoting your event, we kindly ask you to:

- Include the FEI on your press mailing list (malina.gueorguiev@fei.org and olivia.robinson@fei.org);
- Send us the press kit, press accreditation and hotel reservation forms in order to publish them on the FEI website www.fei.org
- Send us the logo of your event and a short text presenting your show for publication in the FEI Press News;
- Send the complete results to results@fei.org
- Send a selection of photos (high resolution preferably - with captions and credit) to olivia.robinson@fei.org which may be included both in a number of FEI publications and the FEI Website Photo Galleries and Catalogue.

The FEI aims for the consistent global promotion of Championships and Games and looks forward to a fruitful collaboration with the press officers. It's important that we work together and strengthen our relationship as we are all working for the same goals.

For any further information regarding Media and Press facilities, please do not hesitate to contact Malina Gueorguiev (malina.gueorguiev@fei.org) or Olivia Robinson (olivia.robinson@fei.org).

IAEJ Guidelines and Checklist for Media Operations at Equestrian Events

Press Service

The Press Service should be operating according to the size/significance of the event and not later than six months prior to the event.

Press Officer

The Press Officer has a key role to play in the organisation of an event. He / she has a good knowledge and understanding of horsesport and media operations in general. He / she is in charge of the press office and has clear recognition within the Organising Committee by being part of the core team.

The main role of the Press Officer and his/her staff is to ensure the smooth running of the press office and related services and provide information, before, during and after the event in a proactive way. An active media information policy, where news is spontaneously and systematically offered, is the best service that can be offered to the media.

Supporting staff: depending on the number of accredited journalists, sufficient additional staff should be available (e.g. to ensure that the necessary copies of results and starting lists are made, the working space is tidy and clean, to accompany journalists to the media stands if needed, etc.)

Accreditation

All members of the media should be clearly identified; therefore a proper accreditation system needs to be put in place.

The accreditation process shall start six months prior to the event and all media shall be accredited before the event starts. This will allow the Press Officer to determine the size of the Press Centre and prepare adequate facilities. The Press Officer needs to pay full attention on the acceptance of accreditation requests and only grant accreditation to professional members of the media.

At any event, regardless the level of importance, press accreditation shall give access to the following areas: press centre; press stand; training areas; catering areas (including non-public catering services, when applicable); mixed zone or Competitors stand

In accordance with FEI Regulations, press accreditations do not give access to the stabling area. Generally press accreditation does not give access to the field of play, with the exception of accredited photographers wearing special identification (bibs, armllets), or when special activities for the media are organised, such as course walks.

Press Conferences

A press conference shall be organised when there is a need for it and important news needs to be communicated to the media. If the news does not require direct interaction between the organisation and the media, there is no need of a press conference. The subject and main points on the agenda of the press conference, as well as the main speakers shall be communicated to the media in advance.

Running order

The Press Officer shall conduct the press conference according to the following basic running order:

- Presentation of the table
- Announcement of results of the competition (top of the leader board), and updated standings if the competition is part of a series
- Short comment on the competition (number of starters, number of spectators, any relevant information).

- Press Officer asks the first open question to the interviewed person (“how do you feel,” what is your opinion on,” etc.)
- Q&A (Q&A shall be controlled by the Press Officer, who shall invite one media representative at a time.)
- Thank the guests on stage and to the audience, misc. announcement (programme of the next day, etc.)

Facilities

Press Centre

A standard press centre is composed of the following areas:

- **Public areas:** welcome desk; safe/storage area; press working area; photo working area; an information area (pigeon holes/trays with starting lists, results etc.); press conference area;
- **Private areas:** press officer’s office; photo manager’s office; webmaster’s office; editorial staff working space;

Work stations

The working space shall be minimum 1 metre per person, one electrical plug per position. Photographers need a working space, preferably in a dedicated area.

Telecommunication system

In case a payphone system is installed detailed invoices shall be made available. Phone calls can either be free of charge or charged to the user, but rates shall not be overtaxed and communicated in advance to the accredited media. Free of charge wireless capability is preferred.

Press Conference Room

According to the importance of the event and the press attendance, the press conference shall be held either as a formal conference with a moderator, or as an informal briefing between the interviews and the press.

A press conference room is most of the time arranged in theatre style, with a podium for the speakers. The number of seats shall be relative to the number of accredited press (approx. 1 seat every 5 accredited press).

Podium: essential: tables, chairs, water / preferable: tablecloth, name plates, backdrop, decoration.

Audio: speakers, microphones, audio outputs for TV and radio

TV: platform at least 30 cm high, 1 metre wide, positioned opposite the stage at the end of the room

Press Stand

The press needs adequate space to watch and follow the competitions and take notes for their reports.

The press tribune shall be clearly identified and only accessible to accredited media and authorised personnel. A member of the press staff should be assigned to service this area.

Essential: reserved tribune; good view on the field of play; separate area from the public, not far from the mixed zone; entrance control, security. Preferable: tabled seats; electrical outlets; telephone/modem connection; monitors.

Press Parking

Parking should include a reserved area for the accredited press located at a reasonable distance from the showground and press centre.

PRESS INFORMATION

A constant flow of information regarding the event should be provided to the press before and during the event. According to the press mailing list, press releases and/or newsletters should be circulated via e-mail and the official website of the

event. A press kit containing useful information such as programme of the show, entries, nationalities represented, prize money by class, history of the show, interview / presentation of key officials such as show president, show director, course designer, famous riders, side events such as charity actions, list of sponsors should be sent two months before the event. During the event, information should be provided through the distribution of: press releases, newsletters, flash quotes, press conferences. All information produced on site shall be made available to the non-attending media via fax, e-mail and the website.

Information should include:

Before the event: press kit; accreditation system; travel and accommodation details, car pass; timetable and general information about the event; list of participating nations/competitors; key contacts

During the event: biographies of the competitors; past winners of the event; venue: fact and figures; detailed schedule of the event, including press conferences and other activities for the press (guided course walks, stable visits, tours, forums, parties, etc.); sport description (for non-specialised media); starting lists; course plans; results; press releases.

Please note updated biographies of international competitors are available on the FEI website www.fei.org.

PHOTOGRAPHERS

Photographers are key members of the media. Due to the nature of their activity, there are specific requirements which should be met to allow them to work effectively.

General requirements

- Accredited photographers have priority in the allocation of lockers for storage of their equipment, as well as for parking spaces.
- A separate working area for photographers should be set up in the Press Centre
- It is important that a Photo Manager is appointed to liaise with photographers and ensure that all requirements are met.
- There shall be a dress code for photographers if the event is televised

Identification

All accredited photographers must be provided with a special identification (armlet, bib). This identification is clearly different from other badges and must be communicated to security personnel and technical officials. Bibs are to be numbered and recipients registered. A cash deposit might be asked to ensure return of the bib at the end of the event.

Photo positions

Positioning of the photographers during all phases of the event should be planned in advance by the Press Officer and the Photo Manager, and agreed with the technical officials. Position of TV cameras need to be taken into account while planning photographers' positions. TV has priority. Photo positions must be planned at a very early stage so that tickets are not sold to seats just behind the area. Photo positions might be either a defined area next to the competition arena, or a smaller clearly marked and roped-off zone with controlled access in the field of play. In the event of a lack of space either around the arena or inside, photographers should be allowed to shoot from the press stand.

Jumping: photo positions shall be organised inside the ring. Photographers should not leave the ring during the competition; they can however change position in between competitors. If there are too many accredited photographers, a rotation system will have to be arranged. The pockets should be placed so that riders can be photographed from the left and from the right. In addition, the photographers

should have access to the arena at least at two of the four sides.

Lighting

It should be noted that photographers need more light in an indoor arena than what is required by TV (1000 lux). Photographers need 1200 lux in order to deliver optimal quality pictures.

CRISIS MANAGEMENT

There are four basic types of crisis that can occur during an equestrian competition. They are:

1. Competition related problem. i.e. major horse/rider/spectator accident
2. Veterinary / judicial related problem. i.e. abuse
3. Discipline related problem i.e. competition rules or conditions
4. General organisational problem. i.e. transport, access, electrical breakdown etc.

The Press Officer should always be involved in the crisis management team. The persons within the Organising Committee who are authorised to comment on the incident/accident shall be clearly identified and a detailed plan of action should be agreed in advance.

A press statement shall be transmitted to the press as soon as the exact circumstances and plan of action have been decided. In the meanwhile, the Press Officer shall be in charge of the initial response or holding statement to the press:
"The organisers are investigating the facts surrounding the incident. As soon as these are available, a full statement will be issued and a press conference held."

Replies, either written or verbal, should be brief, calm, objective, clear and factual.

The complete document of the FEI Crisis Management Plan is available from the FEI.