

I. GENERAL INFORMATION

1. DENOMINATION OF THE EVENT - Status (See GR and Art.8420) :

CPEDI 3*

Place: WindReach Farm, Ontario

312 Townline Road , Ashburn, ON L0B 1A0

Country: Canada

Date: May 28- May 30, 2010

2. ORGANISER/Event Director (Complete Address)

Name: Judith Pineault

Address: 49 North Road East

Yarker, ON

K0K 3N0

Phone: Res 613 358 5060 Bus 613 384 8884 Cell 613 536 8886

Fax:613 384 8887

Email: judith@efp.ca

Website: www.cpedi3.ca

3. ORGANISING COMMITTEE (See GR)

President of the Event: Judith Pineault

Email: judith@efp.ca

Show Secretary: Victoria Barnes

Tel. & Fax: Res 613 358 5757 Fax 613 358 5547

Postal address of the venue: 312 Townline Road , Ashburn, ON L0B 1A0

Email: vbarnes@xplornet.com

4. SPONSOR(S)

Name(s): TBA

Address:

5. COMPLETE POSTAL ADDRESS OF THE SHOWGROUND

Street: WindReach Farm, Ontario

Postal Code: L0B 1A0

City: Ashburn

Tel. Show office: WindReach Office 905 655 5827 Cell 613 536 8886

II. OFFICIALS (For duties of Officials). All officials to be appointed according to Para-Equestrian Rules, Officials are appointed by the FEI for all 4* events and the Paralympic Games.**(Name and Nationalities)****GROUND JURY** (Art. 8437, Annex V, GR)**President:** Lorraine Stubbs Nationality: CAN

Email: horses@rockeden.com

Member: Nick Rodgers Nationality: HKG**Member:** Hanneke Gerritsen Nationality: NED**2. TECHNICAL DELEGATE:** (Art. 8438, Annex V, GR). Required for all competitions. (4* & Championships: TDs are appointed by the FEI)

Name: Jonquil Solt

Nationality: GBR

3. APPEAL COMMITTEE: (Art. 8440, Annex V, GR)**President:** Anita Owen Nationality: USA**4. CLASSIFIERS** (See Annex V)**Chief Classifier:** Dr. Chris Meaden (TBC) Nationality: GBR

Classifier: Marion Slatter Blitstein Nationality: CAN

5. CHIEF STEWARD – Art. 8443, Annex V. (To be selected from Para-Equestrian list of Chief Stewards. National Stewards will also be required).

Name: Margaret Murdoch Nationality: CAN

Email: margmurdoch@can.rogers.com

National Stewards:

Name: Gwynne Rooke

Nationality: Canada

1. VETERINARY COMMISSION / DELEGATE : (See Art 8440, GR and Vet. Regulations). Two Veterinarians are to appointed for all events.**President:** Victoria Pringle

Nationality: CAN

Email: vcpringle@routcom.com

Foreign Veterinary Delegate: (appointed by FEI when necessary)

Name:

Nationality:

Associate Member:

2. TREATING VETERINARIAN (See Art 8440, GR and Vet. Regulations)

Name: Bob McCrae DVM

Nationality: Canadian

Email: TBA Tel 905 982 1243

III. SPECIFIC TECHNICAL CONDITIONS**1. VENUE**

The CPEDIM, CPEDI***, Qualifier for Para-Equestrian Dressage (4*) or Championship/Games will take place:

indoors

outdoors X

both

2. INDOOR ARENA(S)

Length: 63.39 m

Width: 24.38 m

3. OUTDOOR ARENA(S)

Length: 63.39 m

Width: 24.38 m

Number of Practice Arenas 1 Size Indoor 63.39 x 24.38

Lunge facilities in place	Yes
Restaurant on the grounds	Yes
Toilets and showers Area	Yes
Administration and Information Area	Yes
FEI Classification Area	Yes
Free parking Area	Yes
Areas must be accessible for wheelchairs	Yes

TESTS : Art. 8421.2.6

Grade 1a Tests: Team Test, Individual Championship Test, Freestyle Test

Grade 1b Tests: Team Test, Individual Championship Test, Freestyle Test

Grade II Tests: Team Test, Individual Championship Test, Freestyle Test

Grade III Tests: Team Test, Individual Championship Test, Freestyle Test

Grade IV Tests: Team Test, Individual Championship Test, Freestyle Test

COMPETITORS: See Annex II

All competitors must prove their classification with the up to date official FEI International Para-Equestrian Classification Identity Card (FEI PE ID Card/IPEC ID Card). A copy of this card is to be sent with the entry form and the original brought to the Championships. OC to provide copies for TD, Chief Classifier, Chief Steward and President of the Ground Jury.

4. INVITATIONS (See Annex V and GR)

Number 40

Open to all National Federations with Para-Equestrian riders.

Competitors are invited by the Organising Committee through their NF

FACILITIES OFFERED (See GR)**ACCOMMODATION**

Rooms adapted for disabled people must be available.

Details: Provide list of suitable hotels/guest houses so that NFs can arrange.

a) Competitors and Chefs d'Equipe

Hotel : Quality Suites

Address: 1700 Champlain Ave

Whitby, On

Phone:905 432 8800

Fax:905 432 2937

Requests for accommodation must be sent with entries.

Accommodation not included with entry fee.

\$109.00 per night. Suite with living room, bedroom, fridge, microwave, kitchette. King sized bed in bedroom and Sofa bed in living room

Food not included with entry fee

Meals will be available at the competition grounds, at the expense of the competitors/grooms/spectators/owners.

Sufficient sanitary and showering facilities for male and female grooms, with hot and cold water, will be provided by the OC.

b) Horses

Temporary or permanent individual stabling available at the venue. The price for the stabling is 180.00 to be paid by competitor (not included in entry fee).

Hard horse food, straw, hay and shavings can be purchased at the competition venue.

Straw, price not available Hay, price \$9.00 shavings \$9.00

Stabling arrangements, from May 26 to May 31,2010. Cost to be paid by competitor.

c) Welcome

The time and date of arrival of riders and horses and their means of transport must be given to the OC in order to facilitate them upon arrival.

Local transportation arrangements from airport or, for events below 4*, nearest trail or bus station to hotel, and hotels to show grounds. Please supply details.

These details will be provided. Not funded by the OC

d) Advertising and Publicity on competitors and horses (See GR)

The competitors are authorised by the OC to display the logo of their personal sponsor on their saddle cloth and wheelchair. ✓

5. ENTRIES (See GR)

Closing dates for :

Entries in principal	March 28, 2010
Nominated entries	April 29, 2010
Definite entries	May 12, 2010
Last day for substitutions	May 26, 2010

Entry Fee Each Grade is a Class Package Fee of \$300

No other fees are included

Stall Fee **\$180.00 per stall**

Admin Fee \$50.00

Entry fee has to be paid to 50% of Rider fee by Nominated date.

Balance on definite date.

Substitution of horses and riders

After the definite entries have been made, substitutions of horses and/or competitors may only be made with the express permission of the OC. The substituted rider and horse **must** be on the nominated entry list.

6. VETERINARY MATTERS (See Vet. Regulations)**SHOW VETERINARIAN**

Name: Bob McCrae DVM
 Address: Port Perry Vet Clinic
 Phone: 905 982 1243 Fax: TBA
 Email TBA

The treating show veterinarian cannot be the same person as the FEI Veterinary Delegate**a) CUSTOMS FORMALITIES**

Company horse transport representing the OC

Name : TBA

b) MEDICATION CONTROL LABORATORY

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

Name: US Equestrian Drug Testing and Research Lab
 Address: 22 Thornwood Drive, Ithaca, NY, USA 14850
 Phone: 807-266-0328 Fax: 807-266-9686
 Email: medequestrian@aol.com

c) NAME OF DOCTOR/MEDICAL SERVICE

Name: EMS White Knights

d) NAME OF FARRIER

Name: Stewart Bruce

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 competitors 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**

Preliminary Time-Table:

1st day (May 28, 2010) Competition No. 1 - 5
2nd day (May 29, 2010) Competition No. 6 - 10
3rd day (May 30, 2010) Competition No. 11 - 15

TOTAL AMOUNT OF PRIZE MONEY :

+ value prize in kind (if applicable) Prize Money TBA subject to funding

	Grade/Test	Amount
Competition No 1	Grade 1a Team Test	TBA
Competition No 2	Grade 1b Team Test	TBA
Competition No 3	Grade II Team Test	TBA
Competition No 4	Grade III Team Test	TBA
Competition No 5	Grade IV Team Test	TBA
Competition No 6	Grade 1a Individual Test	TBA
Competition No 7	Grade 1b Individual Test	TBA
Competition No 8	Grade II Individual Test	TBA
Competition No 9	Grade III Individual Test	TBA
Competition No 10	Grade IV Individual Test	TBA
Competition No 11	Grade Ia Freestyle Test	TBA
Competition No 12	Grade 1b Freestyle Test	TBA
Competition No 13	Grade II Freestyle Test	TBA
Competition No 14	Grade III Freestyle Test	TBA
Competition No 15	Grade IV Freestyle Test	TBA

IMPORTANT

The total amount of prize money shown for each Competition in the schedule must be distributed. If fewer competitors take part in a Competition than the number of prizes indicated in the schedule, the President of the Ground Jury is responsible for recalculating the prize money to be distributed. The value of the 1st prize must not exceed 1/3 of the total prize money distributed for the competition. Distribution of prize money - min. 5 if less than 20 competitors in the competition, distributed to 25 % of participants. (GR Art 130)

The retail value of all prizes in kind must be mentioned as well as detail of model, type and special features for cars.

Distribution of prize money - min. 5 per competition, distributed to 25 % of participants.

FIRST DAY: _____ **DATE** (28/05/2010) :

COMPETITION No 1 Approx 1:00 pm

FEI Para Team Test

Indicate grade and test to be ridden and edition : Grade 1a
Starting order: Normal Draw, Art 8425
Total prize money + split-up : TBA
Entry fee : \$100

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COMPETITION No 2 Approx 2:00 pm

FEI Para Team Test

I Indicate grade and test to be ridden and edition : Grade 1b
Starting order : Normal Draw, Art 8425
Total prize money + split-up : TBA
Entry fee : \$100

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COMPETITION No 3 Approx 3:00 pm

FEI Para Team Test

Indicate grade and test to be ridden and edition : Grade II
Starting order : Normal Draw, Art 8425
Total prize money + split-up : TBA
Entry fee : \$100

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COMPETITION No 4 Approx 4 pm

FEI Para Team Test

Indicate grade and test to be ridden and edition : Grade III
Starting order: Normal Draw, Art 8425
Total prize money + split-up : TBA
Entry fee : \$100

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COMPETITION No 5 Approx 5 pm

FEI Para Team Test

Indicate grade and test to be ridden and edition : Grade IV
Starting order : Normal Draw, Art 8425
Total prize money + split-up : TBA
Entry fee : \$100

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SECOND DAY : _____ **DATE** (29/05/2010) **:**

COMPETITION No 6 Approx 1 pm
FEI Para Individual Test

Indicate grade and test to be ridden and edition : Grade 1a
Starting order : Normal Draw, Art 8425
Total prize money + split-up : TBA
Entry fee : \$100

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COMPETITION No 7 Approx 2 pm
FEI Para Individual Test

Indicate grade and test to be ridden and edition : Grade 1b
Starting order: Normal Draw, Art 8425
Total prize money + split-up : TBA
Entry fee : \$100

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COMPETITION No 8 Approx 3 pm
FEI Para Individual Test

Indicate grade and test to be ridden and edition : Grade II
Starting order : Normal Draw, Art 8425
Total prize money + split-up : TBA
Entry fee : \$100

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COMPETITION No 9 Approx 4 pm
FEI Para Individual Test

Indicate grade and test to be ridden and edition : Grade III
Starting order : Normal Draw, Art 8425
Total prize money + split-up : TBA
Entry fee : \$100

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COMPETITION No 10 Approx 5 pm
FEI Para Individual Test

Indicate grade and test to be ridden and edition : Grade III
Starting order : Normal Draw, Art 8425
Total prize money + split-up : TBA
Entry fee : \$100

THIRD DAY : _____ **DATE** (30/05/2010) :

COMPETITION No 11 **Approx 1 pm**
FEI Para Freestyle Test

Indicate grade and test to be ridden and edition : Grade 1a
Starting order : Normal Draw, Art 8425
Total prize money + split-up : TBA
Entry fee : \$100

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OMPETITION No 12 **Approx 2 pm**
FEI Para Freestyle Test

Indicate grade and test to be ridden and edition : Grade 1b
Starting order: Normal Draw, Art 8425
Total prize money + split-up : TBA
Entry fee : \$100

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COMPETITION No 13 **Approx 3 pm**
FEI Para Freestyle Test

Indicate grade and test to be ridden and edition : Grade II
Starting order : Normal Draw, Art 8425
Total prize money + split-up : TBA
Entry fee : \$100

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COMPETITION No 14 **Approx 4 pm**
FEI Para Freestyle Test

Indicate grade and test to be ridden and edition : Grade III
Starting order : Normal Draw, Art 8425
Total prize money + split-up : TBA
Entry fee : \$100

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COMPETITION No 15 **Approx 5 pm**
FEI Para Freestyle Test

Indicate grade and test to be ridden and edition : Grade III
Starting order : Normal Draw, Art 8425
Total prize money + split-up : TBA
Entry fee : \$100

**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 **HFL Sport Science**, Quotient Bioresearch Limited, Newmarket Road, Fordham, Cambridgeshire, CB7 5WW, United Kingdom, www.hfl.co.uk, Tel +44 (0) 1638 724 220 Fax +44 (0) 1638 724 221.

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

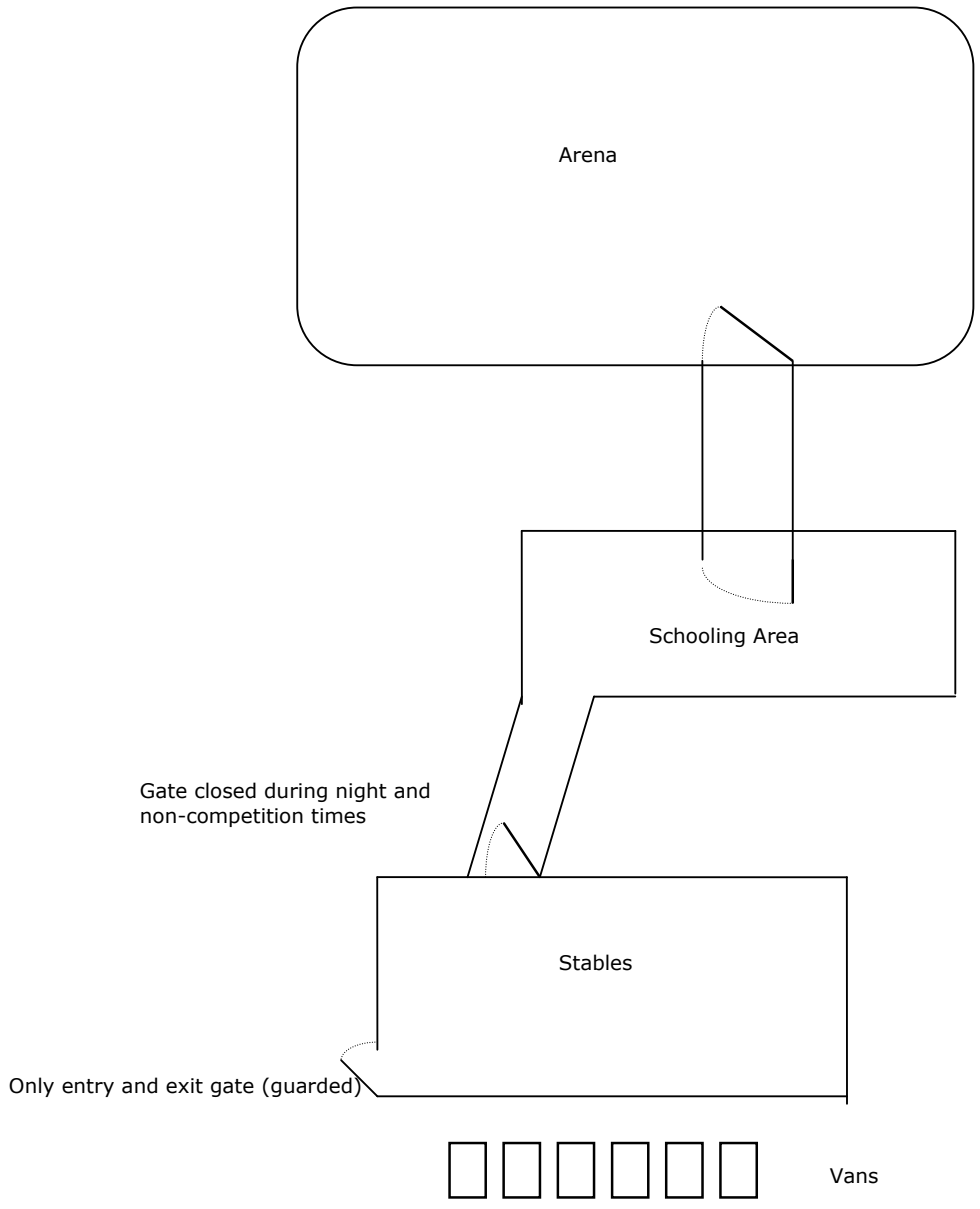
The Chief Steward must ensure that all practice arenas are adequately stewarded all the time that they are officially open. He must also ensure that these arenas are subject to random control when they are officially closed.

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**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.queorguiev@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.queorguiev@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.
