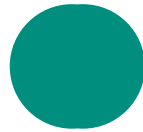


ATHLETE INFORMATION GUIDE

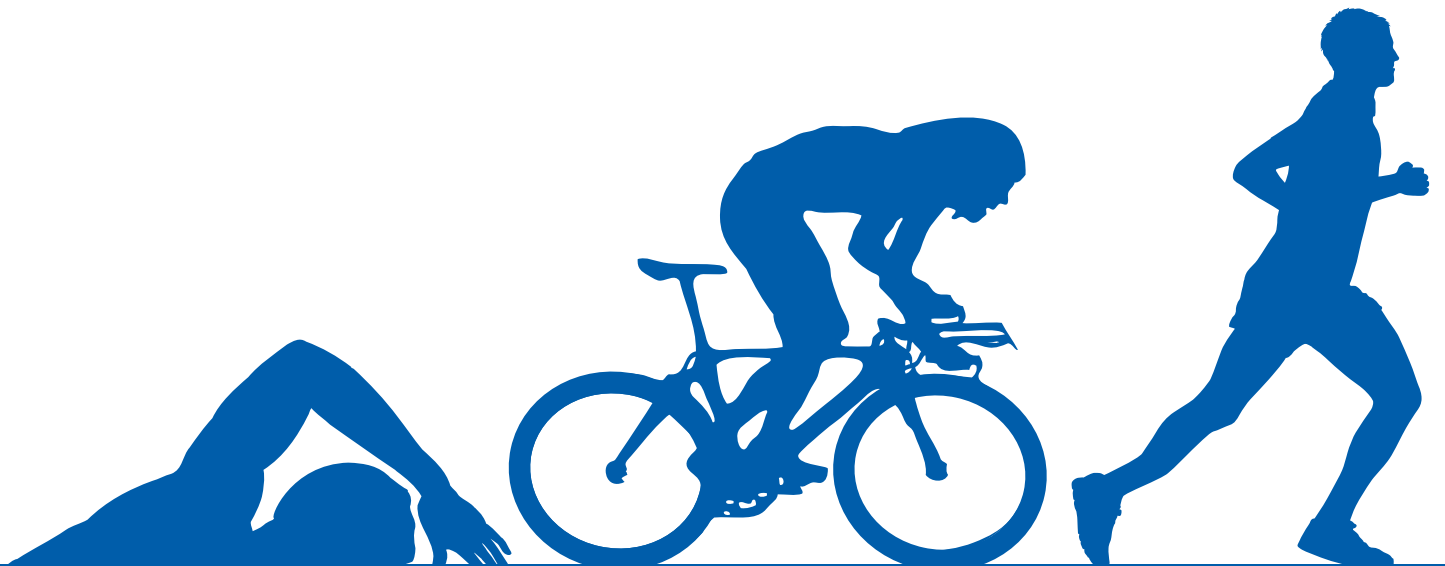
 **K-SWISS**



IRONMAN®

70.3® *Branson*

SEPTEMBER 18, 2011



SWIM • BIKE • RUN

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A Message from the Head Referee

2011 USAT Competitive Rules apply except as indicated in the Athlete Information Guide. In short, Ironman will operate under the “three strikes and you’re out” principle. Even though *DRAFTING* is the only violation to incur a time penalty (to be served in the closest penalty tent, located along the bike course), every type of violation counts toward your three strikes, and every bike course violation requires a stop in a penalty tent. Any combination of three violations results in a DQ.

Example:

1. *DRAFTING* violation (Red card): time penalty served in a penalty tent on the bike course
2. *BLOCKING* violation (Yellow card): stop-and-go penalty served in a penalty tent on the bike course
3. *LITTERING* violation (Yellow card): this is your third violation (third strike) and results in disqualification (you’re out)

So that you understand the rules on race day, please take the time to read and understand the rules in the Athlete Information Guide and the 2011 USAT Competitive Rules. The *POSITION* violations are summarized below:

- **Always ride on the right side of your lane** to avoid an *ILLEGAL POSITION* or *BLOCKING* call
- **Keep four bike lengths (seven meters) between your bike’s front wheel and the rear wheel of the cyclist in front of you** to avoid a *DRAFTING* call
- **Always pass on the left of the cyclist in front of you; Never on the right** to avoid an *ILLEGAL PASS* call
- **Complete your pass within 20 seconds** to avoid a *DRAFTING* call
- **If passed, drop back four bike lengths before attempting to re-pass** to avoid an *OVERTAKEN* or *DRAFTING* call

Triathlon is an individual event, and it is your responsibility to fully understand the rules and avoid penalties. The referee’s ruling is final in the case of *POSITION* violations, and there are no protests or appeals. Other common violations include:

- *HELMET CHINSTRAP:* Your chinstrap must be securely fastened whenever you are on your bike on race day.
- *RACE NUMBER:* You must wear your bib number during the bike and run portions of the race. Your bike number must be properly attached to your bike and must be visible.
- *LITTERING:* Do not throw ANYTHING outside of official aid stations.
- *UNAUTHORIZED EQUIPMENT:* Sorry, absolutely NO communication devices, MP3 players or other audio devices. (Yes, that means NO cell phones, Oakley Thumps™ or Apple iPods®).
- *OUTSIDE ASSISTANCE:* Non-racers may NOT ride or run alongside you.

Remember that even though *DRAFTING* is the only violation that incurs a time penalty, **you must go to a penalty tent for any violation to have your number marked, and all violations count toward your three strikes.** There will be no penalty tents on the run. If you are penalized on the run, the official will mark your number on the spot.

Please treat other athletes, all volunteers, and your referees with courtesy and consideration. Not doing so is *UNSPORTSMANLIKE CONDUCT* and may result in disqualification.

I sincerely hope you have a great race and achieve all your goals.

Jimmy Riccitello
Head Referee, IRONMAN

Schedule of Events

Friday, September 16, 2011

Start	End	Event	Location
8:00 p.m.		Welcome Concert	The Landing

Saturday, September 17, 2011

Start	End	Event	Location
9:00 a.m.	5:00 p.m.	Official Ironman Store	The Chateau
9:00 a.m.	5:00 p.m.	Ironman Village	The Chateau
10:00 a.m.	4:00 p.m.	Athlete Check-In	The Chateau
10:00 a.m.	4:00 p.m.	Race Information Booth	The Chateau
10:00 a.m.	6:00 p.m.	Mandatory Bike Check-In/ Body Marking at Transition #1	Moonshine Beach/ State Park
11:00 a.m.	12:00 p.m.	Athlete Race Briefing	The Chateau
2:00 p.m.	7:00 p.m.	Run Gear Check-In at Transition #2	The Landing
2:00 p.m.	3:00 p.m.	Athlete Race Briefing	The Chateau
4:00 p.m.	5:00 p.m.	Athlete Race Briefing	The Chateau

Sunday, September 18, 2011 - Race Day!

Start	End	Event	Location
5:00 a.m.	6:45 a.m.	Transition Area #1	Moonshine Beach
7:00 a.m.		Race Starts	Moonshine Beach
7:00 a.m.	3:00 p.m.	Official Ironman Store	The Landing
1:30 p.m.	4:30 p.m.	Bike & Gear Check-Out	Transition Area #2/ The Landing
2:00 p.m.	4:00 p.m.	2012 Ironman World Championship 70.3 Registration for Qualified Athletes	The Landing
4:00 p.m.		Awards Ceremony & 2012 Ironman World Championship 70.3 Rolldown <i>*Rolldown begins immediately following awards</i>	The Landing

Pre-Race Information

Personal Communication Plan

Prior to departing for Branson be sure to establish a communications plan with family and friends back home. Share the race day emergency contact listed below with those who may need to reach you in an emergency. Even if you are in Branson with family and friends, it is essential that you have a plan for contacting or reuniting with your group following the race.

Race Day Emergency Contact
Ironman Athlete Services
727-492-6033; Branson70.3@ironman.com

Athlete Check-In

Athlete check-in hours are on Saturday, September 17 from 10 a.m. - 4 p.m. RELAY TEAMS MUST CHECK-IN TOGETHER. Please note that athlete check-in will NOT be open on race day. If you do not check-in during the designated athlete check-in hours you will not be able to race. **ALL RACE PACKETS MUST BE PICKED UP BY 4 P.M. ON SATURDAY, SEPTEMBER 17.**

Please bring the following items with you to athlete check-in:

- Photo Identification
- USAT card to show proof of current USAT membership or \$10 USD to purchase a one-day license. If you are a USAT member and forget your card, you will be required to sign the USAT waiver and purchase a \$10 USAT one-day license.
- If you are a professional athlete, you are required to submit proof of professional status at check-in.

Athlete Wristband

A wristband printed with your race number will be affixed to your wrist at athlete check-in. This band will identify you as an official participant and must be worn during race week. The wristband is required for medical identification purposes and allows you access to the transition area and post race athlete recovery area. You will not be allowed to remove your bicycle and/or gear from the transition area following the race without your wristband affixed to your wrist.

Personal Safety

Always train with at least one other person (especially in the open water). While swimming, please wear a brightly colored swim cap and ensure that your family members and/or friends know where you are.

When training, please bike and run on the shoulder without moving into the traffic lane. Please be courteous and aware that the people sharing the roads with you are people you will count on during race day to fulfill your physical and emotional needs. Please ride single file, as biking side by side is illegal.

As you are one of Branson's invited guests, please respect and obey the traffic laws during your training practices. Violators will be cited. You are required to carry proper identification at all times. If you are stopped, you must present your identification to the inquiring officer. Failure to do so may result in race disqualification. Your cooperation is appreciated.

Pre-Event Swim Advisement

The majority of our events are held in locations where the swim course utilizes a body of water that is open to the general public for swimming, boating and other recreational and commercial activities. Ironman wishes to caution all participants that it does not provide lifeguard services prior to the event, and that all participants who swim prior to race day will do so at their own risk.

While we make reasonable efforts to inspect the swim entry and exit points for underwater hazards, the inspection does not take place until just before the swim discipline starts. Participants are further admonished to exercise caution and use common sense if they elect to swim prior to the event and to be mindful of underwater hazards. Keep in mind that this is a natural body of water and is subject to hidden hazards including, but not limited to: currents, underwater obstructions, tides, rip currents and indigenous marine life.

Race Day Information

Mandatory Bike & Gear Check-In

Mandatory bike check-in and bodymarking is on Saturday, September 17 from 10 a.m. - 6 p.m. Do not number yourself expecting to bypass check-in. During the body marking process, athletes are responsible for ensuring that the volunteers mark their age as of December 31, 2011, which corresponds with the age division in which the athlete will compete in on race day. You will not be permitted in the transition area on race day without your wristband, swim cap, timing chip and your body marked. All bicycles must be checked into transition area and left overnight. While bikes are stored in transition, athletes will be allowed to cover their seats and handlebars only from inclement weather. Full bike covers ARE NOT ALLOWED as it presents a safety hazard to volunteers and other competitors. Full bike covers will be removed from any bikes left in transition once bike check-in is over. Shoes and bike helmet may be clipped or attached to the bicycle. You will have access to your bike beginning at 5 a.m. on race morning but you will not be allowed to remove your bike from transition until the bike portion of the race has ended. Please arrive in transition on race morning with plenty of time to set up your gear.

Mandatory run gear check-in is on Saturday, September 17 from 2 - 7 p.m. at T2 at The Landing.

Race Morning Check-In Procedure

The transition area opens at 5 a.m. on race morning. Remember to bring your ChampionChip, swim cap and goggles. If you have misplaced any of these items, please see the transition area director for a replacement. Bike technicians and pumps will be available in the transition area race morning. Please do not wear your bib number in the swim. Leave it with your gear and put it on before you head out on the bike course. The number will not hold up for the duration of the race if it gets wet.

The transition area closes at 6:45 a.m. All athletes must be out of transition and headed to the swim before this time.

Morning Clothes Bag

Prior to the swim start on race morning, place any items you may need after you finish in your morning clothes bag. The morning clothes bag drop is next to the transition/finish line area. You will be able to retrieve them following the race. Please do not place anything of value in your morning clothes bag. Any items that do not fit inside your morning clothes bag, such as bike pumps and backpacks, will not be accepted. You can drop them at this area any time before you make your way to the swim.

Aid Stations

There will be aid stations along the bike course offering:

Gatorade Endurance Formula - Orange
Water
PowerBars
PowerBar Gels
Fruit

There will be aid stations every mile on the run course offering:

Gatorade Endurance Formula - Lemon Lime
Water
PowerBars
PowerBar Gels
Fruit
Cola

Race Timing & Cut-Offs

The race will officially end eight hours and 30 minutes after the start of the last swim wave. Aid stations stops, transition, etc will be included in your total elapsed time. Splits will be recorded for each segment of the race.

Swim cut off: 8:55 a.m.- One hour and 10 minutes after the start of the last swim wave. Any athlete that has not crossed the timing mat by 8:55 a.m. will not be permitted to continue in the race.

Bike cut offs: 1:15 p.m. Any athlete that has not crossed the timing mat by 1:15 p.m., which is five hours and 30 minutes after the start of the last swim

Race Day Information

wave will not be permitted to continue in the race.

Run cut offs: The course officially closes at 4:15 p.m.

The official cut off times are subjected to change based on changes to weather conditions, or by the race management and officials.

Ironman reserves the rights to remove an athlete from the course and DNF the athlete if our course staff determines there is no possibility of an athlete finishing the given discipline (swim, bike, run) before the posted cut off times based on the athlete's location, time and average speed up to that point.

Bicycle & Gear Recovery

You are required to reclaim your bicycle and gear at the transition area after the race. You must have your athlete wristband on for entry into the transition area. If you are unable to personally claim your bike and gear, a family member or friend may use your bike check-out ticket that will be provided in your race packet. As a precaution, give this ticket to a family member or friend prior to the race, even if you plan to reclaim your bike and gear yourself. Bike check-out is from 1:30 - 4:30 p.m. Please note that you will not be able to enter transition until all cyclists have finished the bike portion of the race.

Competitor Responsibilities

- When you pick up your race packet and timing chip at athlete check-in, stop by the chip verification table to ensure that your correct name shows up on the computer screen.
- You must wear your timing chip at all times while you are racing. Fasten it to either ankle with the Velcro strap provided before the swim and leave it on until after you finish the run. You may apply Vaseline around your ankle; it will not affect the timing chip. Volunteers will help you remove the chip at the finish line.
- If you do not start the race, you are responsible for returning the chip to timing.
- If you drop out or are pulled from the race at any time, turn in your chip to a race official. Failure to

do so may disqualify you from participating in future Ironman events. It is essential that we know where you are on the course at all times for your safety and our peace of mind. If you are transported to any medical station, the medical staff will take responsibility for your chip.

- Your race chip is a loaner. By picking up your race number and timing chip, you are guaranteeing that you will return the chip to race management, or you will be billed for its replacement.
- If you lose your timing chip during the event, you are responsible for a replacement at one of the following locations: swim exit, bike exit or run exit. Volunteers will have extra timing chips at the timing locations above. If you lose your timing chip while on the run course, please notify timing officials immediately after crossing the finish line.
- Failure to wear your timing chip on race day, return your chip after the event or pay the replacement cost of your lost chip may disqualify you from future Ironman events.

NO CHIP = NO TIME

Course Summary

Athletes will start on the beach of Moonshine Beach located in the shadows of host hotel The Chateau on the Lake. Athletes will travel Clockwise along buoys placed every 100 meters for a triangular-shaped swim course. Athletes will exit Table Rock Lake on Moonshine Beach and will travel a short 50 meters to the Transition area located in the Beach Parking Lot.

Swim Course Rules & Instructions

- 1 Athletes must wear cap provided by race.
2. No fins, gloves, paddles, or flotation devices of any kind are allowed.
3. No Aqua socks (neoprene booties) unless the water temperature is 65.0 degrees Fahrenheit or colder.
4. Swim goggles or facemasks may be worn.
5. No individual paddlers or escort allowed. The course will be adequately patrolled by boats, canoes and paddleboards.
6. Any assistance required during the swim will result in disqualification if forward progress was made. Athletes are permitted to use kayaks and boats as aid, as long as forward progress is not made. Special provisions are made for paratriathletes. Course officials and medical personnel reserve the right to remove athletes from the course if determined medically necessary.

***NOTE: ANY ATHLETE ELECTING NOT TO RACE MUST NOTIFY TIMING DESK IMMEDIATELY. ABOVE ALL, THE SAFETY OF EACH SWIMMER IS OUR PRIME CONCERN. A FULL SWEEP OF THE COURSE WILL BE MADE DIRECTLY BEHIND THE LAST SWIMMER. VISUAL AID WILL BE PROVIDED BY THE LIFEGAUARDS, DIVERS, CANOES, AND KAYAKS, BOUYS AND AQUATIC CRAFTS THAT LINE THE COURSE.**

Wetsuit Rules

- Wetsuits cannot measure more than 5 mm thick.
- Wetsuits may be worn in water temperatures up to and including 24.5 degrees Celsius/76.1 degrees Fahrenheit. Athletes who choose to wear a wetsuit in water temperatures between 24.5 degrees Celsius/76.1 degrees Fahrenheit and 28.8 degrees Celsius/ 83.8 degrees Fahrenheit will not be eligible for awards, including World Championship slots. Wetsuits will be prohibited in water temperature greater than 28.8 degrees Celsius/ 83.8 degrees Fahrenheit.
- Full wetsuits are permitted (arms and legs covered).
- Prohibited Wetsuit: De Soto Water Rover

Swim to Bike Transition

After the swim, you will be directed through the timing chutes to the swim to bike transition. Public nudity is not permitted. We require you to be fully ready to race before getting on your bike. Personal nutrients are permitted if carried on you or your bike. Sunscreen is available when you leave the transition area before the bike course begins. Please inform family and friends to stay off the bike and run course.



Course Summary

- Athletes will Transition from Swim to Bike in the parking lot of Moonshine Beach.
- Turn LEFT on 165 leaving the parking lot of Moonshine Beach.
- Turn LEFT on 265.
- Follow 265 to HWY 76.
- Merge RIGHT onto Highway 76.
- Travel on Highway 76 before exiting RIGHT on off ramp to Ozark Mountain High Road (465).
- Travel in Northbound lanes of 465 to intersection of 465 and Sunrise Drive.***
- TURN RIGHT on SUNRISE DRIVE. Follow SUNRISE DRIVE Southbound. ***
- TURN RIGHT on BUCHANAN ROAD.***
- TURN LEFT into BRANSON HIGH SCHOOL. TURN AROUND IN PARKING LOT. ***
- Return Southbound lanes of 465 to intersection of 465 and HWY 76 TURN AROUND
- Exit 465 Northbound RIGHT onto exit ramp leading to HWY 248.
- Follow HWY 248 all the way to Cedar Ridge Drive.
- Turn LEFT at Cedar Ridge Drive
- Turn RIGHT at James Epps Drive
- Turn LEFT into Melody Penner Park.
- Follow bike path through Melody Penner Park to Cahill Road
- Cahill Road turns into Skaggs Road
- Take Skaggs Road through round-a-bout to Branson Landing Parkway
- Turn LEFT into Belk Parking Lot at the Branson Landing Shopping area.
- Athletes will Transition from Bike to Run in this Parking Lot.

*** This section of the course will be traveled twice. (2 laps) This section of Highway is four-lanes (plus shoulders) and completely closed to vehicular traffic. Athletes will exit this portion of the course after completing this section twice.

Bike Course Rules & Instructions

Please understand that based on permits for roads on the course and the safety of athletes involved, cutoff times must be respected for all Ironman 70.3 events.

1. Position Rules:

- a. Absolutely NO DRAFTING of another bike or any other vehicle is allowed.
- b. Athletes must keep 7 meters (~4 bike lengths) distance between bikes except when passing. Failure to do so will result in a **drafting violation**.
- c. A pass occurs when the overtaking athlete's front wheel passes the leading edge of the athlete being overtaken.
- d. Overtaking Athletes may pass on the left for up to 20 seconds, but must move back to the right side of the road, after passing. Failure to complete a pass within 20 seconds will result in a **drafting violation**. Athletes may not back out of the 7 meter draft zone once it is entered (**drafting violation**).
- e. Overtaken Athletes must immediately fall back 7 meters (~4 bike lengths) before attempting to regain the lead from a front running bike. Immediately re-passing prior to falling back 7 meters will result in an **overtaken violation**.
- f. Overtaken Athletes who remain within 7 meters (~4 bike lengths) for more than 20 seconds will be given a **drafting violation**.
- g. Athletes must ride single file on the far right side of the road except when passing another rider, or for reasons of safety. Side-by-side riding is not allowed and will result in a **position violation**.
- h. Athletes who impede the forward progress of other Athletes will be given a **blocking violation**.

Bike Course - 56 Miles

- i. Athletes committing rules violations will be notified “on the spot” by an official.
- j. Do not attempt to discuss the penalty with the official.
- k. The official will:
 - i. Call out your race number and/or notify you that you have received either a **RED CARD** for drafting or a **YELLOW CARD** for any other penalty. The official will show you the corresponding colored card.
 - ii. Instruct you to report to the next penalty tent (PT) on the course. There will be at least two PTs on the course. THE EXACT LOCATION OF THE PTs WILL BE STATED AT THE PRE-RACE MEETING.
- l. The athlete will:
 - i. Report to the next PT and tell the PT Official whether you were shown a **RED CARD** or a **YELLOW CARD**. If you fail to report to the next PT, you may be disqualified.
 - ii. Have race numbers marked by the PT Official with a “/” for drafting or a “P” for all other penalties.
 - iii. Register, via the sign-in sheet.
 - iv. Resume the race immediately, upon having your numbers marked with a “P” and registering, for all non-drafting violations (**YELLOW CARD**).
 - v. Remain in the PT for the time indicated in the table below, for each drafting violation (**RED CARD**):

<u>Race Distance</u>	<u>1st Offense</u>	<u>2nd Offense</u>	<u>3rd Offense</u>
Ironman 70.3	4:00	4:00	DQ
 - vi. Be disqualified if you receive any combination of three penalties. If you are disqualified, you may finish the bike course but may not start the run.
 - vii. Be disqualified for not reporting to the PT.
2. Bicycles must be racked in a manner such that the majority of the bicycle is on the athlete’s side of the bike rack.
3. No tandems, recumbents, fairings, or any add-on device designed exclusively to reduce resistance are allowed. Any new, unusual, or prototype equipment will be subject to a determination of legality by the event organizer and/or Head Referee.
4. The sole responsibility of knowing and following the prescribed cycling course rests with each athlete. No adjustments in times or results shall be made for Athletes who fail to follow the proper course for any reason whatsoever.
5. Athletes must obey all traffic laws while on the cycling course unless otherwise specifically directed by an official, race monitor or designee with actual authority. Failure to do so may result in disqualification.
6. No athlete shall endanger himself or another participant. Athletes who intentionally present a danger to any athlete or who, in the judgment of the Head Referee, appear to present a danger to any athlete may be disqualified.
7. Shoes must be in the bike gear bag, placed in the athlete’s transition spot, or attached to the pedals. Shoes and shirt must be worn at all times.
8. Athletes must wear the Ironman issued bib number at all times while on the course. The bib number must be placed low on the BACK of athlete’s jersey where it is clearly visible. Folding or cutting bib number or intentional alteration of any kind is STRICTLY PROHIBITED. Race belts may be worn.
9. Athletes must wear a bike helmet number on the front of their helmet.
10. Athletes must have a bike frame number fixed to their bike and the entire number must be clearly visible from the left side.
11. CPSC-approved helmet is required during the entire bike portion including in and out of transition area. Athletes riding without an approved helmet or chinstrap not fastened may be disqualified. Alterations to hard-shell helmet, which affect its integrity, are not allowed.

Bike Course - 56 Miles

12. No individual support allowed. Ample aid and food stations will be provided. Friends, family members, coaches, or supporters of any type may NOT bike, drive, or run alongside athlete, may not pass food or other items to athlete and should be warned to stay completely clear of all Athletes to avoid the disqualification of an athlete. It is incumbent upon each athlete to immediately reject any attempt to assist, follow, or escort.
13. Do not litter. Any item that needs to be discarded, including but not limited to water bottles, gel wrappers, energy bar wrappers, broken bike parts, or clothing items, may only be discarded in the trash drop zones at each aid station. Discarding any item outside of the trash drop zones will result in a penalty.
14. Athletes must be individually responsible for repair and maintenance of their own bike. Athletes should be prepared to handle any possible mechanical malfunction. Assistance from official race personnel is permitted.
15. Athletes may walk bike, if necessary, but may not make progress on the bike course unaccompanied by their bicycle.
16. Bike inspection is not mandatory and will not be provided at bike check-in, although technicians will be available. Athletes are ultimately responsible for their own bikes. However, race officials may at their discretion make final judgment as to the soundness of bikes. In the event of foul weather, large plastic bags, which cover the entire bike, will be permitted as long as the bags are securely fastened to the bike.
17. Communication devices of any type, such as cell phones and two-way radios are strictly prohibited during competition. Use of such devices will result in disqualification.
18. HEADSETS OR HEADPHONES ARE NOT ALLOWED DURING ANY PORTION OF THE EVENT.
19. MEDICAL SUPPORT. If you need minor medical assistance, Sag Wagons will pick you up and take you to the medical tent, where you shall receive treatment. Alternatively, depending upon medical emergency, ambulances will take you to the nearest hospital to receive treatment. If you have a technical problem or have bonked, the Sag Wagons will take you to the next aid station. At every bike and run aid station, there will be rest areas and medical personnel to assist in any medical problem. Additionally, there will be radios to contact ambulances and medical assistance. If you have a problem, please go to an aid station for further assistance.

*Note: Bike aid stations are located approximately every 15 miles. It is your responsibility to slow for safe nutrient pick-up. Call out your requirements clearly and in advance. Crews are instructed not to step across the white line for handoffs. It is imperative that you don't toss bike bottles, cups, or nutrient bags on the roadside along the course. A penalty will be assessed for discarding litter outside the designated drop zone.

*Note: Technical support vans will be on the course to assist with emergency repairs whenever possible; such as replacement tubes, tires, chains, etc. Technical vans will be on the course throughout the day, but are limited in number. Please be self-sufficient.

Local Traffic Laws

Please remember that members of the local community use the bike course roads. Realize that you are an ambassador for the sport and the event and the impact of your actions is far reaching. When you're out riding the course, please adhere to local traffic laws and go the extra mile to be courteous and respectful to the residents of the local community.

When training, please follow these suggestions:

- Please ride single file. This is not just for your safety but also to ensure local drivers can get where they need to go without delay and frustration.
- Please obey traffic laws (stop at stop signs, signal when turning, etc.).
- Please do not use private property as a toilet. There are plenty of local stores along the way with public bathrooms – please use them!
- Please do not litter. Keep your energy bar and gel wrappers with you until you find a trashcan.

Bike Shipping & Bike Tech Information

- Please ask your friends and family members to refrain from painting the roads along the course. This defaces public property and is a punishable offense.

Every time a cyclist has an altercation with a driver, that driver sees every cyclist on the road as the enemy. Every time a cyclist is courteous to a driver, that driver will give every cyclist on the road that much more respect and courtesy in return. Please think before you act.

Bike Shipping Information

Please contact Downhill Bikes for any bike shipping needs.

Downhill Bikes

Address: 116 Flynn Road, Branson, MO 65616

Phone: 417-335-4455

www.downhillbikes.biz

Tech Tips & Other Details

Bike inspection is not mandatory and will not be provided at bike check-in, although technicians will be available. Athletes are ultimately responsible for their own bikes. However, race officials may, at their discretion, make final judgment as to the soundness of the bikes.

Prior to bike check-in, be sure your bar-end plugs are in place and you have no loose spokes, brakes, headsets, stripped cables, etc. Adjust the hubs and position handlebars correctly. Ensure that cables and tires are in good condition and sew-up tires are glued properly onto the rims. Securely fasten all equipment you may carry with you on race day.

To avoid an unexpected flat tire, wait until race morning to inflate your tires to their proper air pressure. There will be a limited number of pumps available in the transition area on race morning so we recommend you bring your own. You must give your pump to a family member or friend before the race start, since pumps will not be accepted with your pre-swim bags.

For security and safety reasons, bikes will not be allowed out of the transition area once they are brought in. On race day, bike tech vehicles will patrol the course to aid in emergency repairs.

Course Summary

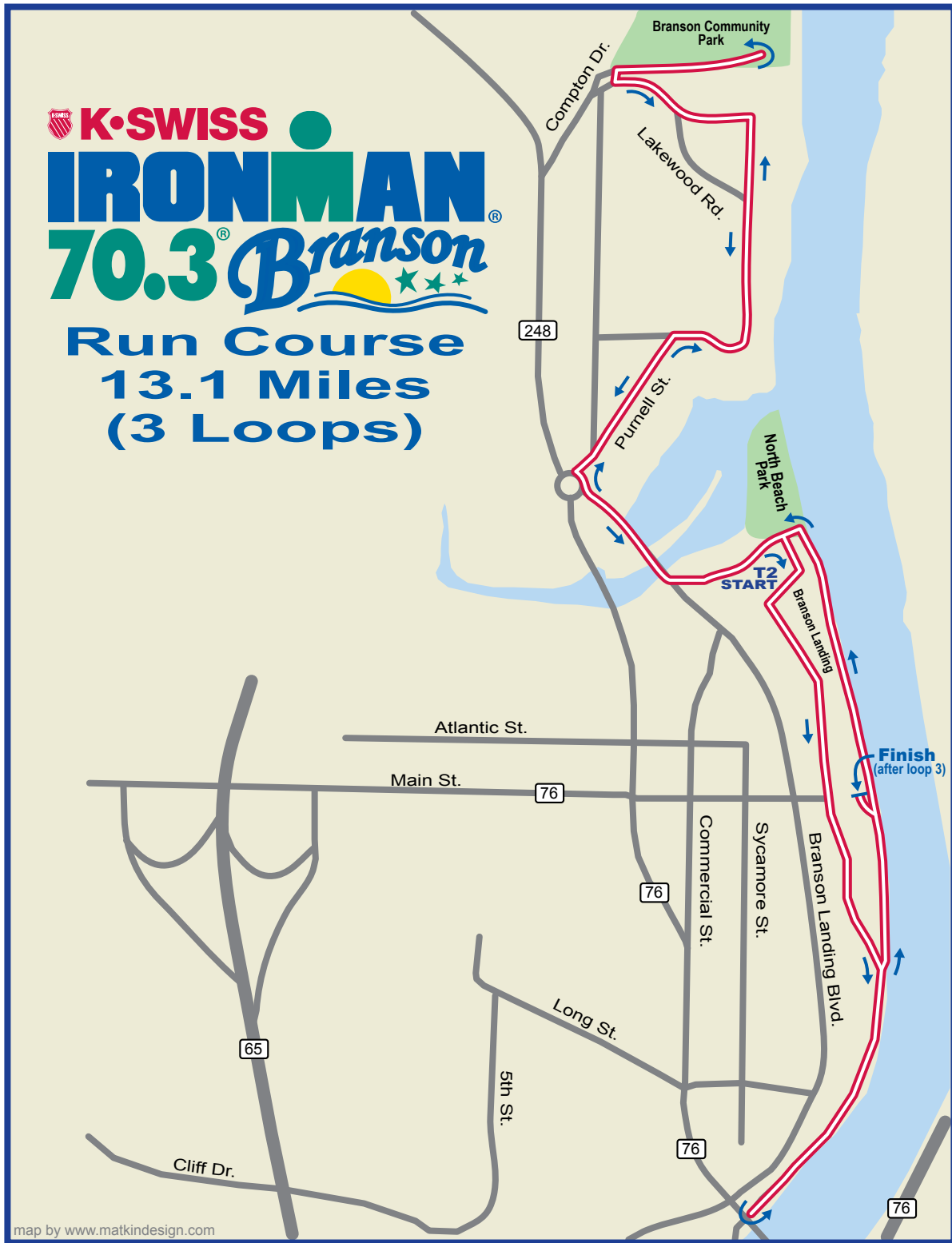
- Athletes will exit South out of Transition located in the Belk Parking Lot of the Branson Landing.
- Travel South through the Branson Landing.
- Follow path through parking lot and turn around under the Taneycomo Bridge.
- Follow walking path along Lake Taneycomo northbound.
- Follow walking path behind Fountain and Fire Show in front of Promenade.
- Follow walking path northbound past Transition area.
- Turn Right at path and follow to Branson Landing Parkway.
- Turn Right at Branson Landing Parkway.
- Turn Right at Purnell Road.
- Follow Purnell Road to Branson Community Park
- Turn around on running path at Branson Community Park.
- Follow Purnell Road back to Branson Landing Parkway.
- Turn Left Branson Landing Parkway.
- Turn Left at entrance to Belk Parking Lot taking athletes back to Transition.

Run Course Rules & Instructions

1. No form of locomotion other than running, walking or crawling is allowed.
2. Athletes must wear their Ironman issued bib number in front of them clearly visible at all times on the course. Bib numbers identify the official athletes in the race. Folding, cutting the bib number, intentional alteration of any kind, or failure to wear race number is STRICTLY PROHIBITED and may result in disqualification.
3. NO INDIVIDUAL SUPPORT VEHICLES OR NON-PARTICIPANT ESCORT RUNNERS ARE ALLOWED. This is an individual endurance event. Teamwork as a result of outside assistance, which provides an advantage over single competitors, is not allowed. Individual support vehicles or non-participant escort runners will result in disqualification. A non-participant escort runner includes Athletes who have withdrawn from the race, have been disqualified or have finished the race. Friends, family, members, coaches or supporters of any type may not bike, drive or run alongside athlete, may not pass food or other items to athlete and should be warned to stay completely clear of all Athletes to avoid the disqualification of a athlete. It is incumbent upon each athlete to immediately reject any attempt to assist, follow, or escort. It IS permissible for an athlete who is still competing to run with other athletes who are still competing.
4. Athletes are expected to follow the directions and instructions of all race officials and public authorities.
5. The sole responsibility of knowing and following the prescribed running course rests with each athlete. No adjustments in times or results shall be made for athletes who fail to follow the proper course for any reason whatsoever.
6. A shirt or racing top must be worn at all times.
7. The run course will officially close 8 hours and 30 after the final wave start.

Other Information:

1. There will be a designated tent at the event for information. The Race Information Booth serves as the information center throughout race week and on race day for spectators. Race information prior to and on race day will be available at the Race Information Booth.
2. Information about athletes on the course, dropouts, injuries, Lost and Found etc. will be available at the Race Information Booth.
3. Personal messages will be posted, but we cannot guarantee delivery of all messages
4. Friends and/or family members are **not** permitted to cross the finish line or enter the finish chute with participating athletes. For safety, ABSOLUTELY NO FAMILY, CHILDREN, SPOUSES, FRIENDS, FANS, ETC. ARE ALLOWED INTO THE FINISH AREA.



Awards Ceremony

The awards ceremony is scheduled for 4 p.m. (pending final finisher) at The Landing. Awards will not be mailed; athletes must be present to receive their award.

Athlete Food Tent

The athlete post-race food area is for athletes only and your athlete wristband provides you with access to this area.

Lost & Found

Lost and Found will be at the Race Information Booth during race week. Please check the schedule of events for the Race Information Booth hours.

Medical Tent

The medical tent is for athletes only and family members are not allowed. Overcrowding in the medical tent prevents the medical staff from doing their job. For information on an athlete receiving medical treatment at the tent, please wait at the Medical Information Booth located near the medical tent.

Pro Prize Purse - \$15,000

- 1st Place - \$3,000
- 2nd Place - 2,000
- 3rd Place - 1,250
- 4th Place - 750
- 5th Place - 500

Qualifying for the 2012 Ironman World Championship 70.3



Forty (40) qualifying slots for the 2012 Ironman World Championship 70.3 will be awarded to the top Age Group finishers. Final slot allocation will be determined on race day based on the number of official starters. You must claim your slot in-person at The Landing on Sunday, September 18 from 2 - 4 p.m. Please be prepared to pay the \$350 USD entry fee for Lake Las Vegas with **credit card or check only; NO cash** (A \$25.00 USD convenience fee will be added to credit card charges; Discover cards NOT accepted). Any unclaimed slots will be rolled down to the next eligible finishers starting immediately after the conclusion of the awards ceremony.

***Final slot allocation will be posted after the conclusion of the race.**

Slot Allocation Policy

Prior to race day, at least one slot shall be *tentatively* allocated to each Age Group category (both male and female). Final slot allocation will be determined on race day based on the number of official starters. If there are no starters in a particular Age Group, then that slot will be moved to the next calculated Age Group within the gender. Final slot allocation shall be representative of the actual number of Age Group starters in each category in the race. For example, if 8% of the Age Group starters are Female 40-44, then 8% of the slots are allocated to the Female 40-44 category. Athletes **MUST** claim their slot in-person during the designated registration period for the world championship. Please check the Schedule of Events for more information.

Rolldown Policy

At the conclusion of on site registration for the automatic qualifiers, any unclaimed slots within an Age Group will be rolled down to the next eligible finisher within that Age Group. If an athlete chooses not to take the slot, does not attend the rolldown ceremony or has already qualified, the next eligible finisher in that Age Group may claim the qualifying slot. Following rolldown, any unclaimed slots within an Age Group will be reallocated to another Age Group within the gender based on the athletes-to-slots ratio. The Age Group within the gender with the largest athletes-to-slots ratio will receive the first reallocated slot, followed by the next largest ratio receiving the second re-allocated slot (if applicable), and so on.

Anti-Doping Policy

In accordance with the World Triathlon Corporation Anti Doping Policy, all athletes accepting qualifying slots for the 2012 Ironman World Championship and 2012 Ironman World Championship 70.3 will be required to sign a condition of Entry, Release and Indemnification waiver, by which they agree to be placed into the WTC Registered Testing Pool for both in and out of competition testing, and voluntarily consent to be governed by the published rule: <http://www.ironmanpromembership.com/anti-doping/rules-2/>.

Finish Line Policy

Friends and/or family members are **not** permitted to cross the finish line or enter the finish chute with participating athletes. This policy will allow each competitor adequate time to celebrate their accomplishment without interfering with other finishers and ensure the safety of all participants, volunteers and fans. Athletes who choose not to respect the policy will receive an automatic disqualification (DQ).

Event Sanction and Rules

USA Triathlon (USAT) has sanctioned the 2011 K-Swiss Ironman 70.3 Branson. Please visit usatriathlon.org for a complete set of the competitive rules. Ironman has been granted certain rule dispensations so please read the following information carefully as the rules may differ slightly from other USAT-sanctioned events.

Athletes should be aware of the serious consequences of violating **USAT Competitive Rule 3.5 - Unregistered participants**, which states:

- a. Any person who participates in any portion of a sanctioned event without first properly registering and paying any required registration fee shall be suspended or barred from membership in USAT and barred from participation in any sanctioned event for a period of up to one year.
- b. Any person who in any way assists another athlete to violate Section 3.5a by providing or selling a race number to that athlete shall be suspended or barred from membership in USA Triathlon and barred from participation in any sanctioned event for a period of up to one year.

Anyone who violates this may be banned for life from any Ironman event. Violating this rule puts insurance coverage for this event at risk.

***NOTE: ANY VERBAL ABUSE OF MARSHALS, RACE OFFICIALS, IRONMAN STAFF OR VOLUNTEERS IS GROUNDS FOR IMMEDIATE DISQUALIFICATION.**

Ironman reserves the right to make changes to these rules at any time. Notification of any change will be in accordance with USAT procedures.

Rules Applying To All Segments of Race

It is the athlete's responsibility to know all aspects of the swim, bike and run.

1. According to USAT rules, once an athlete competes as a Professional/Elite athlete anywhere in the world within the calendar year, the athlete cannot compete as an amateur/age group athlete in a USAT-sanctioned event in that same calendar year. Failure to disclose correct status shall be cause for disqualifying the athlete from the event and may result in a one-year suspension from USAT-sanctioned events. Once an athlete competes as a Professional/Elite in the IRONMAN qualifying race series season, the athlete cannot compete as an age group athlete in that year's Ironman World Championship and/or Ironman World Championship 70.3 as an amateur.
2. Participants are expected to follow directions and instructions of all course marshals and public authorities.
3. Race officials shall have authority to disqualify any contestant.

4. Medical personnel shall have ULTIMATE and FINAL authority to remove a contestant from the race if the contestant is judged to be physically incapable of continuing the race without risk of serious injury or death. Medical transport of any contestant will result in disqualification.
5. Fraud, theft, abusive treatment of volunteers, staff or others and acts of poor sportsmanship are grounds for immediate disqualification and will result in contestant being suspended from competing in any IRONMAN event in the future.
6. No participant can use a Performance Enhancing drug or method. All doping processes and violations will be handled in strict accordance with [World Triathlon Corporation Anti-Doping Rules](#). A list of rules and banned substances, also known as the WADA Prohibited List, is available at: <http://ironmanpromembership.com/anti-doping/>. Participants may be requested to undergo drug testing before and after the event. If you are requested to do so, you hereby agree to abide by such testing procedures.
7. The Medical Control Rules set forth by USAT, in harmony with WTC Anti-Doping regulations and policies on banned substances, will be binding on all participants. In addition, other rules and regulations, even if not yet recognized by the WTC Anti-Doping, may be instituted, which if such occurs, you agree to abide by.
8. Should any participant have an Adverse Analytical Finding according to the WTC Anti-Doping code, all procedures with regards to handling of the sample, notification, testing of the B Sample, adjudication and suspensions will be in accordance with WTC rules.
9. If an athlete decides to withdraw from the race at any time, it is the responsibility of the contestant to report to the timing tent located at the finish line and turn in their bib number and timing chip immediately. It is essential that race officials know where contestants are on the course at all times. Failure to comply after withdrawing from the race may result in contestant being prevented from competing in any IRONMAN event in the future.
10. IRONMAN reserves the right to make rule changes at any time provided all athletes are notified in writing and/or at the pre-race athlete briefings meetings.
11. As a USAT-sanctioned race, the 2011 K-Swiss Ironman 70.3 Branson will subscribe to USAT rules, including the disbursement of prizes. Specifically, professional triathletes may not win age group awards and age group athletes are not eligible for prize money.
12. For additional information regarding training sites, safety procedures and general information questions regarding the race, please go to the Information Booth.
13. Communication devices of any type are strictly prohibited during competition. Use of such devices may result in disqualification.
14. IRONMAN does not allow the transfer of an athlete's registration - no exceptions will be made to this rule. Any attempt to transfer registration will result in disqualification and suspension from future participation in any Ironman event.

Physically Challenged Division Rules

Supplemental rules and regulations pertaining to the PC division are consistent with USAT rules.

Swim

1. IRONMAN reserves the right to seed contestant at the swim start (i.e., early start, late start, designated wave, etc.).
2. Athlete may use wetsuit during competition. Each athlete must obtain approval from IRONMAN prior to the race for all swimwear and accessories to be used during the swim. Any change thereafter will be grounds for disqualification. The use of any flotation devices is prohibited unless otherwise approved by IRONMAN.

Bike

1. Cycling conduct and specifications are consistent with USAT rules.
 2. Handcycles are allowed. Race officials reserve the right to reject any bike not meeting safety standards.
 3. Equipment must otherwise conform to all other general rules for bicycles as it pertains to the Ironman competition, including no add-on device(s) that may reduce wind resistance or enhance aerodynamics of the bicycle/handcycle, regardless of any secondary benefit.
 4. Participant is required to maintain control of his/her bicycle/handcycle and to operate at a reasonable speed so as not to threaten the safety and well being of aid station volunteers, other competitors, race officials and spectators. Operation of a bicycle/handcycle in a dangerous or reckless manner will be grounds for disqualification.
 5. A CPSC-approved helmet is required during the entire handcycle (bike) segment including in and out of the transition area. Any athlete riding without an approved helmet or chinstrap fastened will be disqualified.
- 6. DRAFTING IS PROHIBITED.**

Run

1. Running conduct and specifications are consistent with USAT rules.
2. Athletes are required to comply with the same equipment safety inspection for the run portion of the event as is required for the bicycle/handcycle portion. Standard racing chairs shall be used.
3. A CPSC-approved helmet is required during the entire wheelchair (run) segment including in and out of the transition area. Any athlete riding without an approved helmet or chinstrap fastened will be disqualified.

General Information

1. Unauthorized outside aid/support or escorts are grounds for disqualification. Handlers must be approved prior to the race and will work directly with the PC Coordinator. The expected conduct of all handlers is consistent with USAT rules.
2. Race management will select qualified individuals to assist athletes in the transition area. These individuals will be allowed to assist athletes in transition from the water to their handcycles and from their handcycles to the racing chairs. Likewise, they will also assist all physically challenged athletes with equipment needs, etc., as approved by IRONMAN.
3. All athletes must attend a pre-race briefing. Failure to attend a scheduled briefing may result in forfeiture of a start spot. Check the Schedule of Events for briefing times and location.
4. IRONMAN reserves the right to modify the above rules as necessary, as long as such changes are communicated to the athlete in writing or at a pre-race briefing.
5. Any rule interpretation or enforcement made by IRONMAN shall be final.

Anti-Doping Regulations

By registering to compete at this event, all athletes have acknowledged that they are subject to doping control consistent with the World Triathlon Corporation Anti-Doping Rules (WTC Anti-Doping Rules). The WTC testing program is not limited and can occur anytime, anywhere. All athletes participating in this and other WTC events are encouraged to carefully review the information pertaining to anti-doping included below.

Important Resources and Information:

The WTC encourages all athletes to know and understand their rights and responsibilities with regard to anti-doping policy and procedure. As part of the www.ironmanpromembership.com website, the WTC has included an Anti-Doping section. Downloads of rules, policies, and forms, as well as educational resources

and links, are available to you through this site. Notice of important changes and updates regarding the WTC Anti-Doping Program will be posted on this site.

The following on-line resources are available to all athletes and all athletes are encouraged to review these and other anti-doping resources and information available through your National Anti-Doping Organization.

- The WTC Anti-Doping Rules are in full compliance with the World Anti-Doping Code (Code) and apply to each participant's application for entry and/or participation in WTC events. The WTC Anti-Doping Rules may be reviewed at: <http://ironmanpromembership.com/anti-doping/rules-2/>.
- The Code is the documentation that harmonizes regulations regarding anti-doping in sport across all sports and countries of the world. The Code provides a framework for anti-doping policies, rules and regulations for sport organizations and public authorities. The Code may be reviewed at: http://www.wada-ama.org/rtecontent/document/code_v2009_En.pdf.
- The 2011 World Anti-Doping Agency (WADA) Prohibited List will be in effect for all WTC testing. A link to the WADA Prohibited List is available at: <http://ironmanpromembership.com/anti-doping/tue/>. You are encouraged to review this information carefully.
- Extreme caution is recommended regarding supplement use. Even an 'all-natural' supplement could contain a prohibited substance.
- If you need to check any medications an available resource is the Global Drug Reference Online: <http://www.globaldro.com>.
- Athletes who may be required to take a prohibited substance to treat a medical condition should consult with their National Anti-Doping Agency and/or National Federation to confirm if, under their rules and policies, you are required to have a Therapeutic Use Exemption.

Information Regarding Anti-Doping Control Procedures:

- Testing will be conducted in accordance with the WADA approved WTC Anti-Doping Rules.
- By registering to compete at this event you have consented to be subject to drug testing both in and out of competition, and adhere to the penalties associated with an Anti-Doping Rules Violation. All registered competitors are subject to testing which may include the collection of both urine and blood for analysis.
- If chosen for drug testing, you are required to comply with the WTC Anti-Doping Rules. Noncompliance or refusing to be tested will result in the same penalties as a doping violation. **"Refusing, or failing without compelling justification, to submit to sample collection after notification as authorized in applicable anti-doping rules or otherwise evading sample collection" is an anti-doping rules violation.**

It is important that athletes know their rights and responsibilities during the doping control process. An informational video may be found at : www.ironmanpromemberhip.com/anti-doping/guide. This resource provides step-by-step descriptions of the doping control process.

USAT Athlete Excess Medical Policy

The athlete excess medical coverage protects each participant for the day of the event at USAT sanctioned races, camps and clinics. When athletes purchase a USAT annual license or one day permit, a portion of those fees cover the cost to provide them with excess medical insurance. This coverage only extends to their participation in an USA Triathlon sanctioned event and is only available after the injured party has filed with any primary insurance policies. A deductible does apply for this excess coverage.

If an athlete is injured while participating in a USA Triathlon sanctioned event the following steps must be followed:

- Athletes must file with their primary healthcare provider (i.e. United Healthcare, Blue Cross Blue Shield, Aetna, traveler's insurance, etc.).
- Athlete completes a medical claim form.
- For serious incidents or for athletes requesting coverage, either the race director or USAT can provide them with a medical claim form. The medical claim form along with all explanation of benefit documents should be sent directly from the athlete to the insurance company as indicated on the claim form. Please email sanction@usatriathlon.org for a copy of the form.
- Athletes will pay a deductible. All claimants will pay anywhere from \$250 USD (two-hundred and fifty U.S. dollars) to \$1,000 USD (one thousand U.S. dollars) out of pocket and possibly more for uncovered expenses.

Be advised that coverage may not apply to each and every claim. Additionally, coverage only extends to participants that have purchased an USA Triathlon annual license or one-day permit and were injured through participation in an USA Triathlon sanctioned event. Please email questions to sanction@usatriathlon.org

Medical Information

All medical expenses incurred are the sole responsibility of the athlete and not IRONMAN. USAT provides secondary coverage in qualified circumstances. Failure to meet financial responsibility to local medical facilities will result in suspension of future participation at IRONMAN events until accounts are settled.

Particular dangers include dehydration, hyponatremia, sunburn, exhaustion and injuries sustained from accidents. Please ask for medical help if you have the slightest hint you may need it. **You will not be penalized for receiving a medical evaluation.** You will be withdrawn from the race only if you require transportation, IV fluids or if medical personnel feel your continued participation could result in serious harm or death.

During events of extreme endurance, the body's pain threshold is raised, and you may be in more trouble than you realize. The medical personnel will do all they can to keep you in the race and assure a safe finish. Also, please be attentive when taking water and sponges from volunteers when you're on your bike to avoid the possibility of accident or injury to yourself or another.

Please trim your fingernails and toenails prior to the start of the race to avoid injury to other athletes. Be especially careful to rinse your goggles of any excess defogger solutions to avoid eye irritation.

If you spend three months prior to the event in a climate cooler than Branson we suggest you consider an acclimation period before the race. The chance of dehydration and electrolyte imbalance can be reduced significantly by a proper period of acclimation. Stay with your familiar and proven routine regarding training, nutrition and equipment, especially just prior to the race. This also applies to pre-race dietary intake and

Medical Information

medications. It is recommended you avoid an extreme elimination diet. Adequate salt intake during training and during the event is especially important.

If you are taking any medications, or have any medical problem that may influence your performance or your treatment in the event of an injury, advise us of all necessary details well in advance of race day. **At athlete check-in, you are required to notify the medical team, in writing, if there is any change in your medical status/condition after your application has been processed.** Failure to do so will result in suspension of participation in future IRONMAN events.

You are solely responsible for avoiding medications that appear on the list of banned substances as determined from WTC Anti-Doping.

Feedback from previous IRONMAN contestants indicates we can never over emphasize the importance of hydrating prior to and during the event. Ironman's Chief Physician recommends you begin hydrating heavily several days before the race and drink enough water so your urine is clear, colorless and copious by race day.

PLEASE NOTE: Full disclosure of medical condition(s), general health and surgical procedures within the previous 12 months is required. Medical consultation/clearance may be necessary from an attending physician prior to participating in the event. In all cases, the final decision of medical consideration is at the discretion of the Ironman medical director.

