

### Advertising Code

#### Manufacturers' Marks

A submission from the Chairman of the Equipment Committee and the International Funboard Class Association

#### Purpose or Objective

To update the Advertising code to reflect current windsurfing industry practice and to anticipate/encourage the licensing of other brands in Classes that wish to open up to multiple manufacturers.

#### Proposal 1

**Table 1 - Event Advertising**

Allowed Advertising - see Regulation 20.4.1

	<b>Hull</b>	<b>Boom</b>	<b>Backstay</b> and Kite line	<b>Sails and Kites</b>
...				
Windsurfer	No Advertising	No Advertising	No Advertising	Not exceeding 0.4 sq m, placed between the sail numbers and the <b>boom</b> (wishbone) and aft of the <b>foot median</b> line. <u>(May cover the sailmaker's mark)</u>
...				

#### Proposal 2

**Table 2 – Manufacturer's and Sailmaker's Marks**

Allowed marks - see Regulation 20.7.1

	<b>Hull</b>	<b>Spars</b> and Equipment	<b>Sails and Kites</b>
...			

Windsurfer	No restriction	<del>One mark not exceeding 300mm length</del> <b><u>No restriction</u></b>	<del>One mark to fit within a 150mm x 150mm square. No part of the mark shall be placed farther than 20% of foot length from the tack point or 500mm from the clew point</del> <b><u>No restriction</u></b>
Kiteboard	No restriction	Not applicable	No restriction
...			

Proposal 3

20.7.1 The display of the manufacturer's and sailmaker's marks is permitted at all times as detailed in Table 2 but not on areas detailed in Regulation 20.4 and Table 1 **(with the exemption of Windsurfers where the sailmaker's logos may cover the area detailed in Table 1)** and shall not constitute a limitation to the rights to display Advertising as set forth in the Code, in the **class rules** and in the rules of a System.

Current Position

As above.

Reasons

1. Manufacturers of windsurfing equipment use their manufacturer's marks as part of the design of the equipment. In particular, the marks are ordinarily placed in highly visible places on the sail for promotional purposes, but sometimes also to work in conjunction with the technical design characteristics of the equipment (as is the case with the HGO sail, where the leading edge of the seam between battens 5 and 6 blends into the mark).
  2. Removing the restriction on marks will also encourage other brands to enter into the production of the iQFOiL equipment once that framework is implemented – being able to display their own marks will be seen a tangible benefit to participation in the Class.
  3. Competitors' personal advertising space remains intact.
  4. Event advertising may still be placed in these locations where the manufacturer's marks appear.
  5. Proposal 2 brings windsurfing foils in line with the same regulations as kiteboarding foils.
  6. Please see the attached images of various sail designs and marks in the windsurfing industry.
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Attachment to submission: Advertising Code, manufacturer's mark

