

WORLD MARATHON MAJORS
TOKYO BOSTON LONDON BERLIN CHICAGO NEW YORK



東京がひとつになる日。
東京マラソン
平成26年2月23日(日)開催



(also serves as The 98th National Championship - Men's Marathon
Selection Race of Japan Men's Marathon Representatives for The 17th Asian Games INCHEON 2014
The 2013-2014 and 2014-2015 World Marathon Majors Series)

The Day We Unite.

Sunday, February 23, 2014

Media Guidelines

**For information on covering the event on the race day,
please refer to this document
and be sure to apply for the media credential by
Feb 6th (Thu).**

<Contact Information for the event>

press_tm@tokyo42195.org

Tokyo Marathon Foundation, Public Relations Division

Phone: 03-5500-6639

FAX: 03-5500-6678

※From Feb 16 to 23 please contact following numbers instead:

TEL: 03-5530-1694 FAX: 03-5530-1695

<Contact Information for media >

front@fccj.or.jp

The Foreign Correspondents' Club of Japan (FCCJ)

Phone: 03-3211-3161

As of January 23, 2014

Introduction

Tokyo Marathon is a world-class mass marathon, where both elite and recreational runners from home and abroad run all together through the heart of Tokyo. This year will be the 8th edition of its race.

In 2013, Tokyo Marathon joined the World Marathon Majors, which consists of world top races, as the first marathon in Asia.

Tokyo Marathon 2014 will start at 9:10 am (9:05 am for the wheelchair athletes) on Sunday, February 23rd, 2014 from the front of Tokyo Metropolitan Government Office. The course passes through Iidabashi, front of Imperial Palace, Hibiya (10km finish), Shinagawa, Ginza, Nihonbashi, Asakusa Kaminari-mon, Tsukiji, Toyosu and finishes at the Tokyo Big Sight. The marathon course is certified by JAAF (Japan Association of Athletics Federations) and the AIMS (Association of International Marathons and Road Races), while the 10km course is not qualified.

* Both courses are identical to those used in the last Seven years.

This Media Guidelines is designed to help the media members for smooth media operations and to prevent unexpected accidents.

We kindly ask the members of media to apply for credentials in advance. No filming, photography, or other activities is permitted without prior credential application. Please follow the proper procedure to complete your application. For safe and smooth operation of media activities, we would like all the media members to read this Media Guidelines carefully.

TOKYO MARATHON 2014

Event Features	Contents
Elite Athletes	This race also serves as the 98th National Men's Marathon Championship, Japan Men's National Team Selection Race for The 17th Asian Games Incheon 2014, and The 2013-2014 and 2014-2015 World Marathon Majors Series.
Charity "Tsunagu"	<p>Since the 2013 event, the new charity support system, "Run with Heart" was introduced.</p> <p>*With this system, fundraisers can call on family and friends for donations in support of projects carried out by the recipient organizations. Among individuals donating ¥100,000 or more, those who wish to participate in the marathon can do so as charity runners for a particular charitable activity. Donations can be accepted until Monday, March 31st, 2014 5:00 p.m. JST.</p> <p>*Fundraiser is a term for any individual calling on others to make donations.</p> <p>Figures: 3,631 individual donations; 263,484,500 JPY in total (as of January 17th) ; 2,593 charity runners</p>
Friendship Run	<p>•3rd edition.</p> <p>•The International Friendship Run event will be held on the day before the Tokyo Marathon 2014. This event aims to promote international friendship for the runners and their friends or family from all over the world.</p>
February 22nd, 2014	<p>The course is about 5 km and runs through the Fukutoshin Rinkai Symbol Promenade Park (Ariake/Daiba) special running course, finishing at Tokyo Big Sight (Tokyo Marathon 2014 Finish Gate).</p> <p>*Participants might be required to walk a certain part of the course for safety reasons.</p>
Family Run	<p>•5th edition.</p> <p>•The Family Run event will be held on the same day as the Tokyo Marathon 2014. This is a fun-run event where parent and their child can run through a certain part of the Tokyo Marathon course together.</p>
February 23rd, 2014	
Reinforcement Project of Security and First Aid Systems	<p>In light of the lessons learned from the Boston Marathon bombings of last April, Tokyo Marathon Foundation aims to make its event the safest and most secured one in the world, by reinforcing the security and first aid systems.</p> <p>Tokyo Marathon Foundation will distribute the wristbands to runners and TEAM SMILE, so that they can show their support for the "SAFE & SECURE" event.</p>

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① Media Credential Application

The media credential must be applied in advance through internet only. Please apply for credential through the official website (www.tokyo42195.org). Go to the media registration section of the press page and enter required information to apply. (Please refer to the attached sheet for required password.) (Note that if the application form is incomplete, application may be rejected)

Application period is between January 23rd (Thu) through February 6th (Thu). Since we have received many applications previous year, please apply as soon as possible. In case we receive large number of the applications again for this year, we may have to limit the number of media in some areas. We kindly ask you to organize and reconfirm the number of the credentials within your company before you apply it. **Media Credentials will not be issued without a name(s) of the applicants in the application form.**

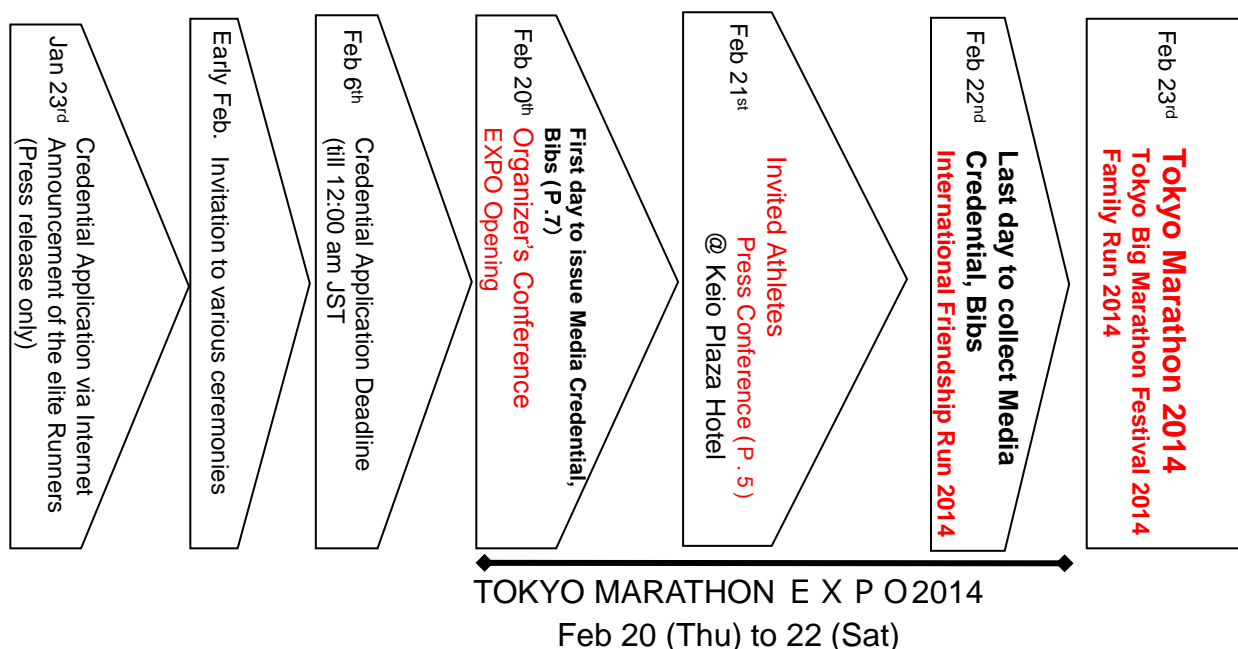
Invitations have been extended to the members of following organizations: Tokyo Sports Writers Club, Japan Magazine Publishers Association, Tokyo Sports News Club, Tokyo Metropolitan Government Press Club, Association Japon de la Presse Sportive, Foreign Correspondents' Club of Japan and Tokyo Press Photographers Association. Media members who do not belong to any of above organizations, we kindly ask you to submit the Permission Request Form (page 22) to the Public Relations Division of the marathon office, so that we could determine if we admit or not to issue the credentials.

On certain locations, we request to **limit each company to one camera (still or ENG Camera)** per location.

Please be forewarned that in case of large number of applications, we may not be able to meet all your requests.

*** Application will not be accepted on the race day.**

○Events leading up to the Marathon day (tentative)



* Media credentials and Bibs are distributed at **PR Room in the Tokyo Big Sight Meeting Hall.(P.7)**

* Press will be able to cover the events with red letters on above schedule.

② Restrictions for All Media

- a. Because the marathon will be run on the public road from Tokyo Metropolitan office to Tokyo Big Sight, the media accessible area will be limited. Please follow the instructions from the event staff at each locations. Interviews in the limited access area are limited to official media representatives only. The use of photo and ENG equipment are limited to the press area designated by the event organizer. Only event organizer NTV (*Nippon Television Network Corporation*) and official media representative are allowed to shoot in other areas. However, pre-approved media may cover the event on the course under the supervision of the event organizer.

*Note; Only one still/ENG Camera is allowed per company. (Pre-authorization is necessary)

- b. Please confirm the assembling point for your designated coverage area.
- c. Covering the event from pavement, central divider, pedestrian bridge and overpass are not permitted.
- d. To cover the event from the sidewalk, be sure to follow the instructions from event staff and police officers, and do not disturb the flow of the pedestrian traffic. Furthermore, media who wish to use stepladder or other related equipment in the crowded area, please apply for their use to the marathon office as well as obtain a permission from the local police department.
- e. On the event day, results and official press releases will be distributed in the press center in the Tokyo Big Sight located at the marathon finish area. (This information will also be available on the official website.)
- f. Please allow for the possibility of luggage inspection. We ask for your kind cooperation.
- g. Media parking is not available. Please use public transportation.
- h. The press conference with the winners and the first Japanese finishers (including first wheelchair) is scheduled. The member of the media, who wish for a separate interview, please contact the Public Relations Division.
- i. After the event, please return your bib as soon as possible to following location: Press Center (p.6) in the Tokyo Big Sight till 18:00 on the race day; Public Relations Division of Tokyo Marathon Foundation. (after the event)

Media Credential for the 2014 Tokyo Marathon must be apply in advance.

Please apply through the “Press Release” page of the Tokyo Marathon website by **Feb 6th (Thu)**

**Member of the Media must wear “Media Credential” and/or respective “Bib”
issued by Tokyo Marathon Organizer.**

◆ Issuance of Media Credentials and Bibs.

From Feb 20 (Thu) to 22 (Sat) at the Tokyo Big Sight Meeting Hall 8th floor. (PR Room 801)

◆ In case of oversubscription of photo positions, allotment will be determined by a lottery.

Allotment will be informed at the reception desk when Media Credential and Bibs are distributed.

**Please contact the Public Relations Division if you are planning to use the
300MHz C & Band Wireless Microphone.**

Coverage and photo shoot at the medical stations are prohibited.

Thank you for your understanding.

③ Allocation of Media

	Official Media (men's elite)	Photo Vehicle
	The Yomiuri Shimbun (women's elite)	Photo Vehicle
Press Photographers Association (Hosting press club)	The Yomiuri Shimbun (Tokyo Shimbun for 10Km)	1 Camera
Sports News Association (Broadcast)	Nippon TV	Broadcast
Foreign Correspondents' Club of Japan	pending	1 Camera
JMPA	pending	1 Camera
Tokyo Metro Govnt	Media Relation	1 Camera
JAAF	pending	1 Camera
Sports Journalists' club		
Metro Govnt. Press Club		
AJPS	Member	

	Photo Positions	No.	Allocation	Gathering time
Start	A	Start near Assembly Hall	30	Lottery: 1 camera/Company
	B	Start near Metro Gov. Building 1	5	Official Media
	C	Top of Connecting Corridor	30	Official Media
	D	Front of Hilton Hotel	10	Lottery: 1 camera/company
	E	Start behind Gov. Building 2	40	Lottery: 1 camera/company
10K finish	F	Side of 10Km Finish	10	Official Media
Finish	P	Photo Bridge	30	Official Media/Sponsors
	Q	Elite Photo Bridge (Top Runner only)	30	Lottery: 1 camera/company
	R	Stand at front of finish	40	Lottery: 1 camera/company
	S	Side of finish gate	40	Lottery: 1 camera/company
	M	Mixed Zone	Limited	First come first serve
	N	Press Conference Room		
	O	Award Ceremony		
On the course	H	Shinagawa Half Point	30	Lottery: 1 camera/company
	J	Around Ginza 4 Chome(1)	10	Lottery: 1 camera/company
	K	Around Ginza 4 chome(2)	10	Lottery: 1 camera/company
	L	Around Aomizu Reminiscence Gate	20	Lottery: 1 camera/company
Official Vehicles	Photo vehicle (Men)	10	Official Media only	Confirm in advance
	Photo vehicle (Women)	2	The Yomiuri Shimbun TM office	
	Press Bus	10	Reporters only, Lottery	

Freelance	In general application from Freelancer will not be accepted. Please submit proposal of coverage to Media-Public Relation Office for approval.
Internet Media	Internet media must apply in conjunction with other form of media. Please submit proposal of coverage to Media-public Relation Office for approval.
Sponsor Camera (Photo Create)	Please submit proposed photo position to media relation office.

* The media with special request are requested to submit a proposal of coverage using the form on page 22.

《Television Broadcast》

NTV (Nippon Television Network Corporation)

Following the clause in the mutual agreement, the race footage may be used only after NTV broadcast.

(9:00-11:50 tentative) (please confirm with NTV)

《Radio Broadcast》

JORF (Radio Nippon Company, Limited.)

the race footage may be used only after JOLF broadcast.(8:45-11:45 temp)

- Non-broadcast right holders are requested to read the precaution on broadcast rights on page 17.

* Please read the precaution on image and photo rights on page 21.

《Official Media》※ Please apply for position in official media area and official vehicle.

① Tokyo Press Photographers Association (Yomiuri Shimbun)

Sponsoring News Papers: (Yomiuri Shimbun, Sankei Shimbun & Tokyo Shimbun)

② Sports News Association (Nippon TV)

③ JAAF

④ Tokyo Metropolitan Government

⑤ Japan Magazine Publishers Association

⑥ The Foreign Correspondents' Club of Japan

⑦ Association Japon de la Presse Sportive

⑧ Sponsor Camera (Photo Create)

© For record purpose, there will be additional Official Camera of Tokyo Marathon Foundation.

④ Other Coverage

Interview & photographing at Athletes' village <Keio Plaza Hotel Tokyo >

■ Athletes' Village

Location: Keio Plaza Hotel Tokyo (Shinjuku)

Date: Feb 18 (Tue) Opening of Athletes' Village

Feb 24 (Mon) Closing of Athletes' Village

Foreign invited runners are scheduled to arrive starting on Feb 18 (Tue)

Domestic invited runners are scheduled to arrive starting on Feb 20 (Thu)

* Other than official press conference scheduled on Feb 21(Fri), the Public Relations Division is not able to accommodate requests for interview and/or photo sessions.

Only scheduled interview and photo session in the athletes' village is official press conference.

Please note that press office and athletes' village are at different location.

For any other interview and photo session requests, please contact with Public Relations Division.

Covering Tokyo Marathon E X P O 2014 <Tokyo Big Sight West Hall>

■ Opening for the TOKYO MARATHON E X P O 2014

Location: Tokyo Big Sight West Exhibition Hall

Date: Feb 20 (Thu) (tentative)

Time: 10:45 – (tentative)

Attendees: T.B.A.

*** Details will be announced on the later date .**

* TOKYO MARATHON E X P O 2014 is scheduled from Feb 20 (Thu) to Feb 22 (Sat).

In addition to the runner's registration, the EXPO is open to the public with various stages, booths and events.

Covering Tokyo Marathon organizer's conference <Tokyo Big Sight Meeting Hall 8th floor >

■ Tokyo Marathon Organizer's conference

Location: Tokyo Big Sight Meeting Hall 8th floor "Meeting room 802"

Date: Feb 20 (Thu) (tentative)

Time: 14:00 – 14:30 (tentative)

Attendees: President/ C.E.O., Senior Executive Director, Executive Director & General Secretary (tentative)

*** Details will be announced on the later date.**

Covering official press conference Invited Athletes <Keio Plaza Hotel Shinjuku "OHGI" >

■ Official Press Conference Invited Athletes

Location: Keio Plaza Hotel Shinjuku Main Tower 4F "OHGI"

Date: Feb 21 (Fri) (tentative)

Time: 13:00 – 14:30 (tentative)

Attendees: Wheelchair, International and Domestic Invited Athletes (T.B.A.)

*** Attendees and details of official press conference will be announced on the later date.**

Covering International Friendship Run 2014 <From Symbol Promenade Park to Tokyo Marathon Finish Gate >

■ International Friendship Run 2014

Location: Symbol Promenade Park (Ariake/ Daiba) running course, Tokyo Big Sight, and Tokyo Marathon 2014 Finish Gate

Date: Feb 22 (Sat) (tentative)

Time: 9:00 – 13:00, <10:45 Start (tentative) >

Attendees: The runners from overseas and Japanese runners

Covering Family Run 2014 <From Tokyo Rinkai Disaster Prevention Park to Tokyo Marathon Finish Gate >

■ International Family Run 2014

Location: Tokyo Rinkai Disaster Prevention Park to Tokyo Marathon Finish Gate

Date: Feb 23 (Sun) (tentative)

Time: 15:00 – 16:30, <15:30 Start (tentative) >

*** Details will be announced on the later date.**

⑤ Press Center

Please note that the location of the press center is different on the race day. The LAN (no-wireless network) will be setup in the press center for transmission of reports and photos. However, please note that the number of LAN cables will be limited. Up-to-date information is available here.

Feb 20 (Thu), 21 (Fri), 22 (Sat)

Press office on the 8th floor of Meeting Hall in the Tokyo Big Sight

Location: Tokyo Big Sight Meeting Hall 8th floor “Meeting room 802”

Time: 10:00 – 18:00 (tentative)

Contact Info: Phone: 03-5530-1694; Fax: 03-5530-1695

Contents: a. Organizer’s Press conference etc., during EXPO.

* Please note the official press conference on Feb 21(Fri) will be held in Keio Plaza Hotel (Shinjuku) .

(* Details will be announced on the later date)

b. Athletes’ info, event info and press conference info etc. will be displayed.

Please collect the media kit (Media Credential), bibs, Media Guide 2014, etc.) provided for media members in the PR Room (Room 801 on the 8th floor) in the Meeting Hall.

* There will be no Media reception desk on the race day. Please be sure to collect the media kit in advance.

Feb 23 (Sun) <Race Day>

Tokyo Big Sight East Exhibition Hall Press Center

Location: East Exhibition Hall 1st Floor “East Hall No. 3 ”I

* Post race press conference will be held in the conference room next to the press center.

Time: 8:00 – 18:00 (tentative)

Contact: Phone: 03-5530-1694; Fax: 03-5530-1695

Services: a. Nippon TV marathon telecast will be broadcast in the press center.

b. Mixed Zone will be set up for interviewing athletes (except Wheelchair athletes).

c. Athletes’ information and results will be posted and distributed.

d. LAN (no-wireless network) will be setup for transmission of reports and photos.

Please be considerate to others try not to occupy the LAN.

e. The winners and first Japanese finishers (including first wheelchair) will attend the post race press conference.

For an interview of other athletes, consult with the public relations division.

Feb 23 (Sun) <Race Day>

10km Finish Hibiya Press

Location: Hibiya Park 10km Operation office (tentative)

Time: 7:30AM – 13:00 (tentative)

Services: a. Please note that LAN is not available at this location.

b. 10km Finisher’s ceremony is scheduled to be held at around 10:30 inside the Hibiya Park.(tentative)

• Marathon Results are delivered only within the Press Center of Tokyo Big Sight.

• For any interview and photo session requests, please contact Public Relations Division.

⑥ Media Credentials and Bibs

To cover the Tokyo Marathon, one must wear the “Media Credential” issued by the Marathon organizer. In addition, we ask photographers (including ENG camera operators) to wear “Bibs” issued by the organizer. We ask the member of the media to apply for credential in advance and collect the Media Credential at the designated location (PR Room (Room 801) in the Tokyo Big Sight Meeting Hall) after Feb 20 (Thu) before the race day. Have the credentials collected by media outlet representative.

Application for media credential cannot be accepted on the race day. Be sure to apply for credential by Feb 6 (Thu), and collect “Media Credential” and “Bibs” before the race day. The member of the media must wear credentials and bibs to cover the event.

* “TOKYO MARATHON E X P O 2014” will be held from Feb 20 (Thu) to 22 (Sat). It may be covered with Media Credentials. The Press Desk will be set up at the E X P O opening.

Reception desk: PR Room (Room 801 on 8th floor) at the Tokyo Big Sight Meeting Hall

Press Reception Desk







Date: Feb 20 (Thu) to Feb 22 (Sat)

* Public Relations Division will be located here from Feb 17 (Mon)

Time: 10:00 – 18:00 (tentative)

Contact: Phone: **03-5530-1694**; FAX: **03-5530-1695**

DATE	2月			23 (Sun)
	20 (Thu)	21 (Fri)	22 (Sat)	
Schedule	10:00-18:00 Tokyo Big Sight (Meeting Hall 801-802) / Collect Media credential, Camera Bibs			Tokyo Marathon 2014 Family Run (No Press reception on the race day)
	11:00-21:00 *close at 20:00 on Sat Tokyo Big Sight (West Hall) / Tokyo Marathon EXPO2014			
	10:45 - EXPO Opening @West Hall	13:00 - Invited Athletes Press Conference Marathon & Wheelchair @Keio Plaza Hotel (Shinjuku)	10:45 - Friendship Run @Symbol Promenade Park - Tokyo Marathon Finish Gate	
	14:00 - Organizer's Conference @802			

Classification Press	Reporter	TV Crew	Photographers (ENG included)	Broadcast Crew	Crew to follow the Nippon TV Guest runner	Official Press	Sponsor
Media Credentials	PRESS			NTV		PRESS	SPONSOR
Type of Bibs	Media Credentials only (needs bibs for shooting)						
		Yellow	Green		Pink	Orange	Blue

[On Media Credential]

- Only press gathering area (start), press center and photo area designated by public relations of the marathon office are accessible. <Photographers (including ENG) must wear bibs.>
- Designation within each area (start, finish etc.) will be distinguished by a separate alphabet card pass.

Returning Bibs * All bibs must be returned

- Covering start only → Return to press gathering and waiting room.
- Covering along the course and/or finish → Return to Press Center in Tokyo Big Sight.
- Please discard your Media Credential after the event.

If bibs cannot be returned on the race day, please mail the bib to:

- Tokyo Marathon Foundation Public Relations Division
Ariake Frontier Bld. TowerB-8F 3-7-26 Ariake, Koto-ku, Tokyo 135-0063
Phone: 03-5500-6639

⑦ Precaution at Each Area

Coverage at the Start <Front of Tokyo Metropolitan Government Office Building>

Gathering time: 7: 30AM;

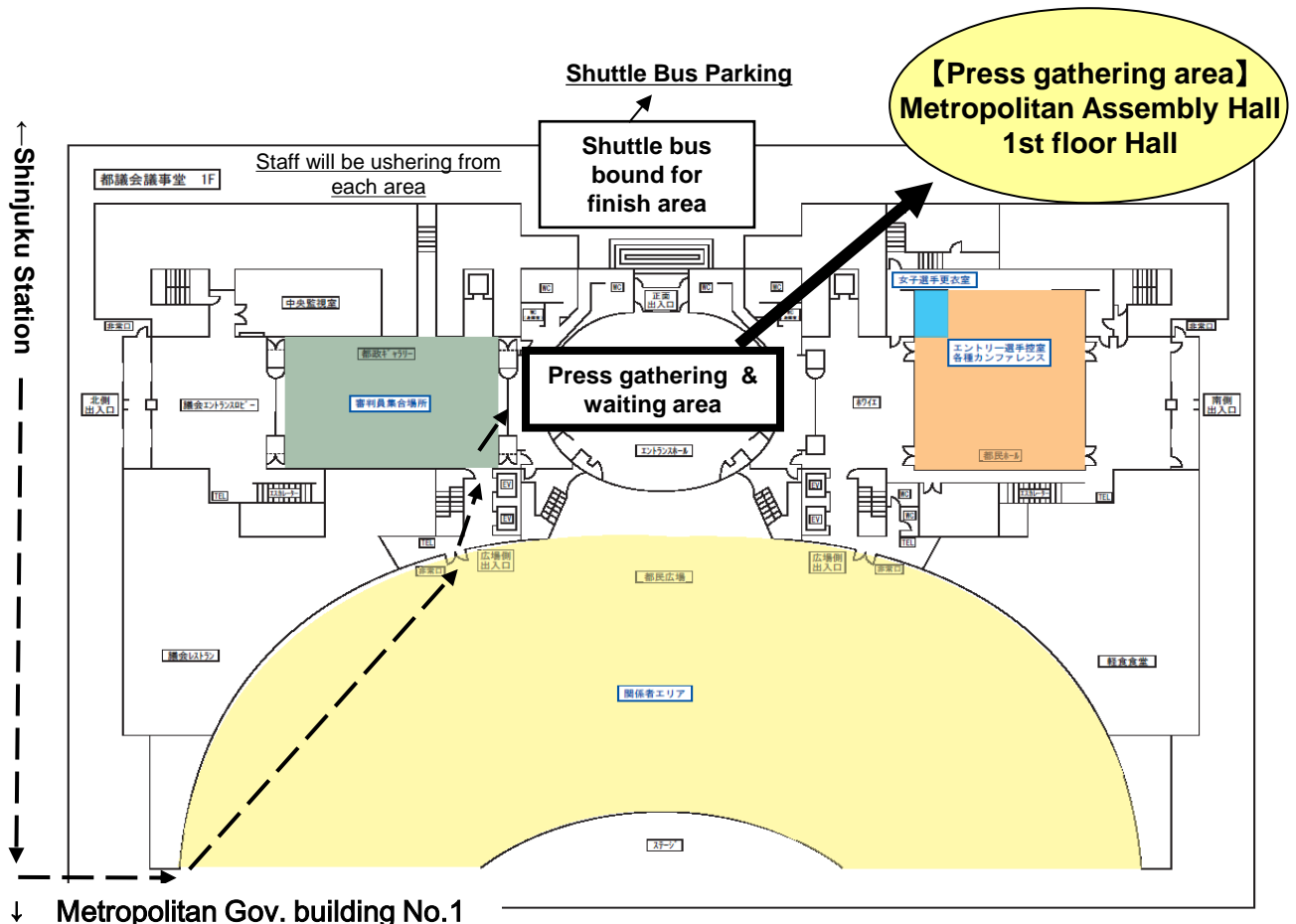
Gathering area: Metropolitan Assembly Hall 1st floor Hall at signage “PRESS”

■ Request and Precautions

- a. Photographing allowed only from the designated photo area.
- b. One camera (still and/or ENG Camera) per company, is allowed at the start.
- c. Official Camera has a priority in each area. All others will be selected by lottery.
 - * Lottery will be held at 7:30AM at the 1st floor hall in the Metropolitan Assembly Hall. Lottery for Photographers (still/ENG) are held separately.
- Draw number in order of arrival → Enter area in order of drawn number.
- d. Since photo positions are cramped, please be considerate of others.
- e. Luggage storage is not available. Please keep your valuables in safe place.
- f. Parking is not available.
- g. Media shuttle bus to the finish (Tokyo Big Sight) will depart around 9:30AM.

Please follow the instructions from the event staff. (Those in areas C and D are asked to move toward the bus stop around 9:15AM). Please note that the bus will not arrive at the finish line before the wheelchair finish. Furthermore, please note that bus may delay due to traffic conditions.

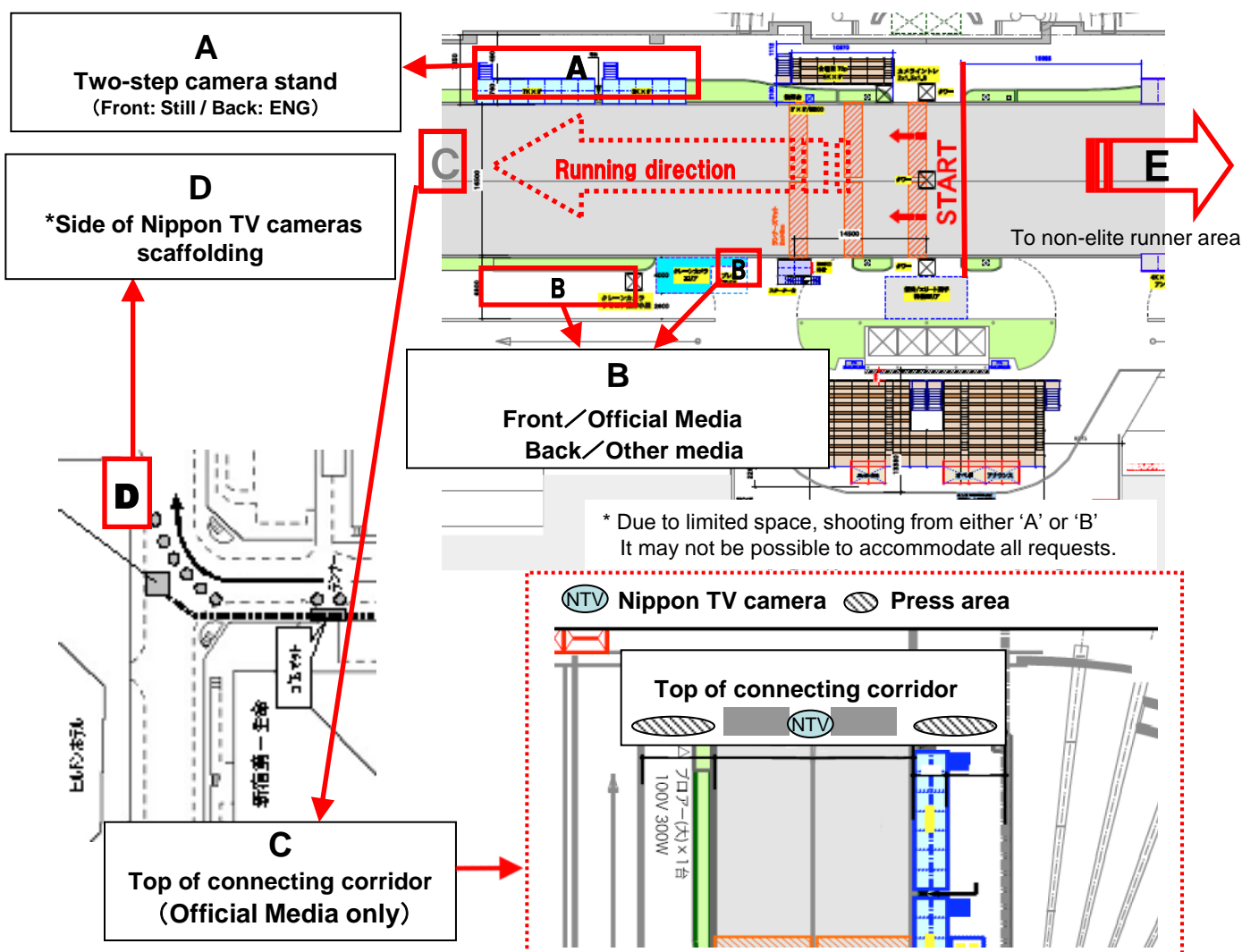
 - * Due to limited capacity of the shuttle bus, we limit its use to two people per company, until capacity is reached, at which point bus cannot accept any more passengers.
 - * Please confirm the details with the start area map on the next page.



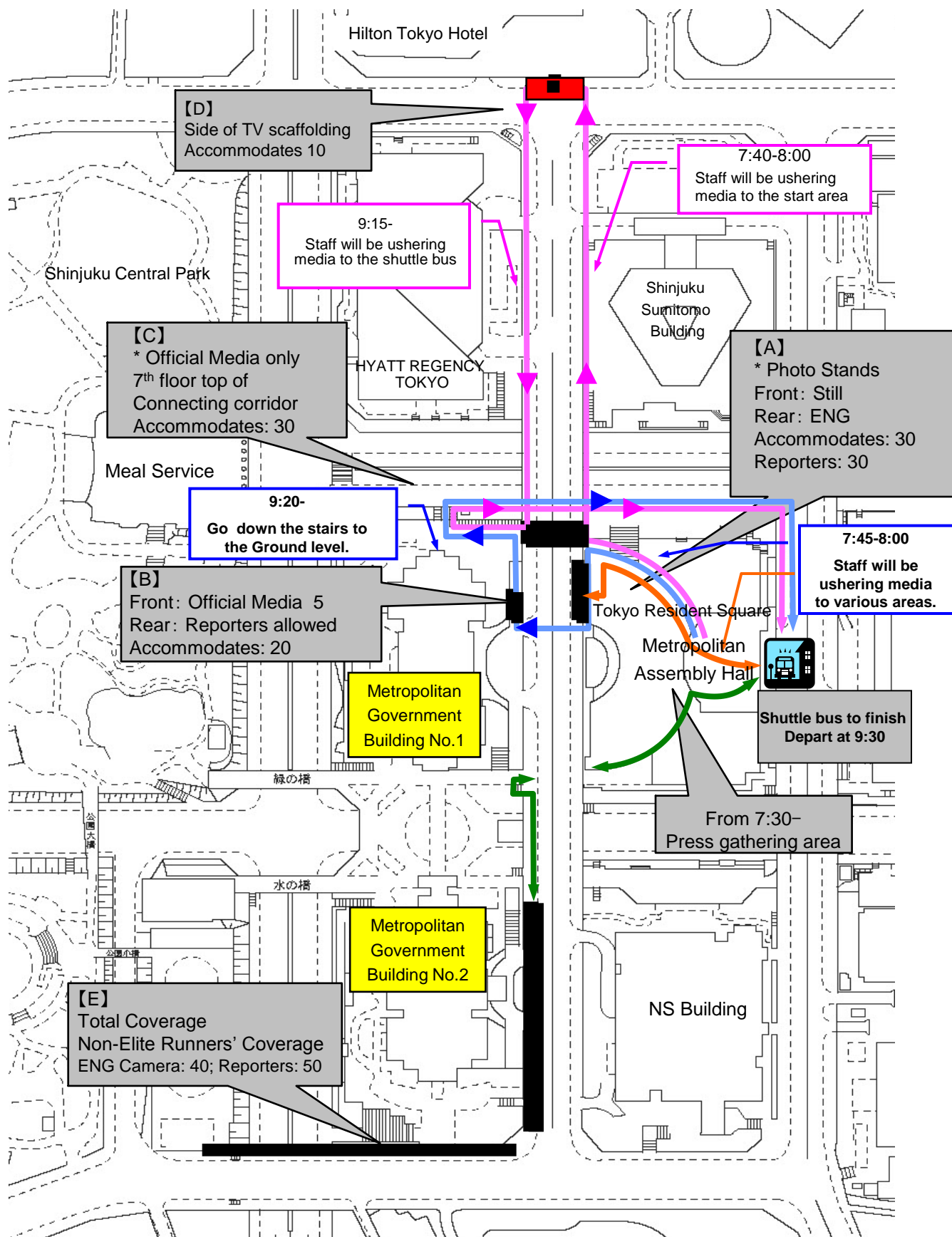
Precaution for shooting at the start

- ◆ **A** (Shooting at the start) Still/ENG Camera (There will be drawing for the spots)
 - * Front: Still; Back: ENG
 - * Nippon TV crane camera will setup at the side of Camera Stand, so please be aware of crane motion.
- ◆ **B** (Shooting the start & Chorus group) * **Official Media Only**,
Still/ENG Camera/Reporter (behind the official cameras)
- ◆ **C** (Shooting from top of connecting corridor) * **Official Media Only**,
Still/ENG Camera (There will be drawing of the spots)
 - * Weather condition may preclude shooting from connecting corridor.
 - Be careful not to drop any objects.** (Please remove all items from your pockets)
- ◆ **D** (Shooting runners from the Start area) Still/ENG Camera (There will be drawing of the spots)
 - * Shooting only from the limited space side of Nippon TV cameras.
 - * Tripods cannot be used in front of Nippon TV cameras.
- ◆ **E** (Covering citizen runners) Total Coverage Still/ENG Camera/Reporter (There will be drawing of the spots)
 - * Free to shoot till 5 min before the start. Afterward, follow the staff's instruction and shoot only from the designated area.
 - * For total coverage of citizen runners, be aware of other runners as well as spectators.

*Covering the event from outside the specified areas, including plant beds, is prohibited.



Media Positions of Start Area



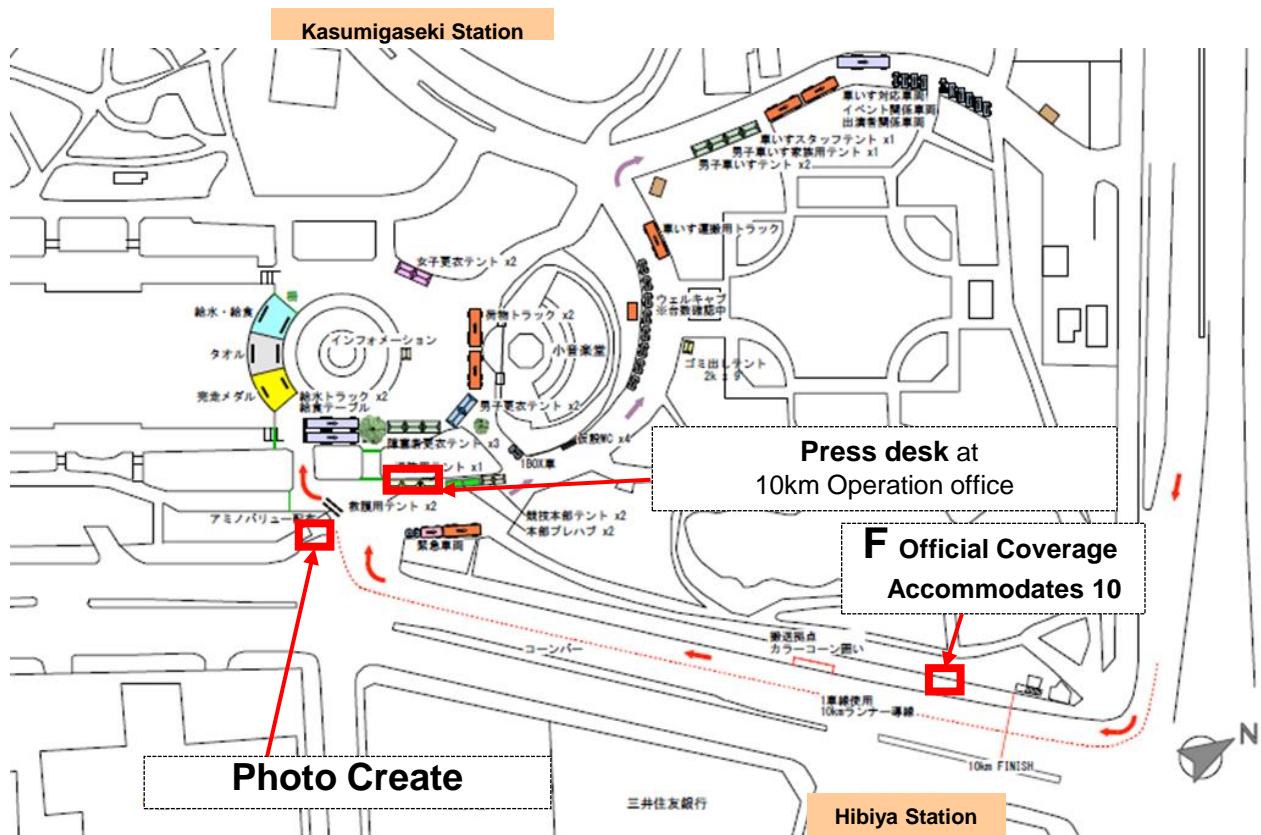
Coverage at 10km finish area <Front of Hibiya Park ※including inside the park>

Gathering time: 9:00AM; Gathering area: Hibiya Press Photo area

■ Request and Precaution

- Shooting inside the park is allowed except in area F, but please follow the instructions from the staff.
- 10km Finisher's ceremony is scheduled to be held at around 10:30 inside the Hibiya Park.(tentative)
- From the 2014 event, finishing place is determined by net time. (Finishing place is determined only after all the runners finished the race.)

■ Hibiya Park (10km Finish) Map of Photo Area



《Explanations for Camera positions》

◆F (Shooting Finish) ※Official Media only Still/ENG Camera/Reporters

* Be aware of safety issues when covering festivals and runners, etc.

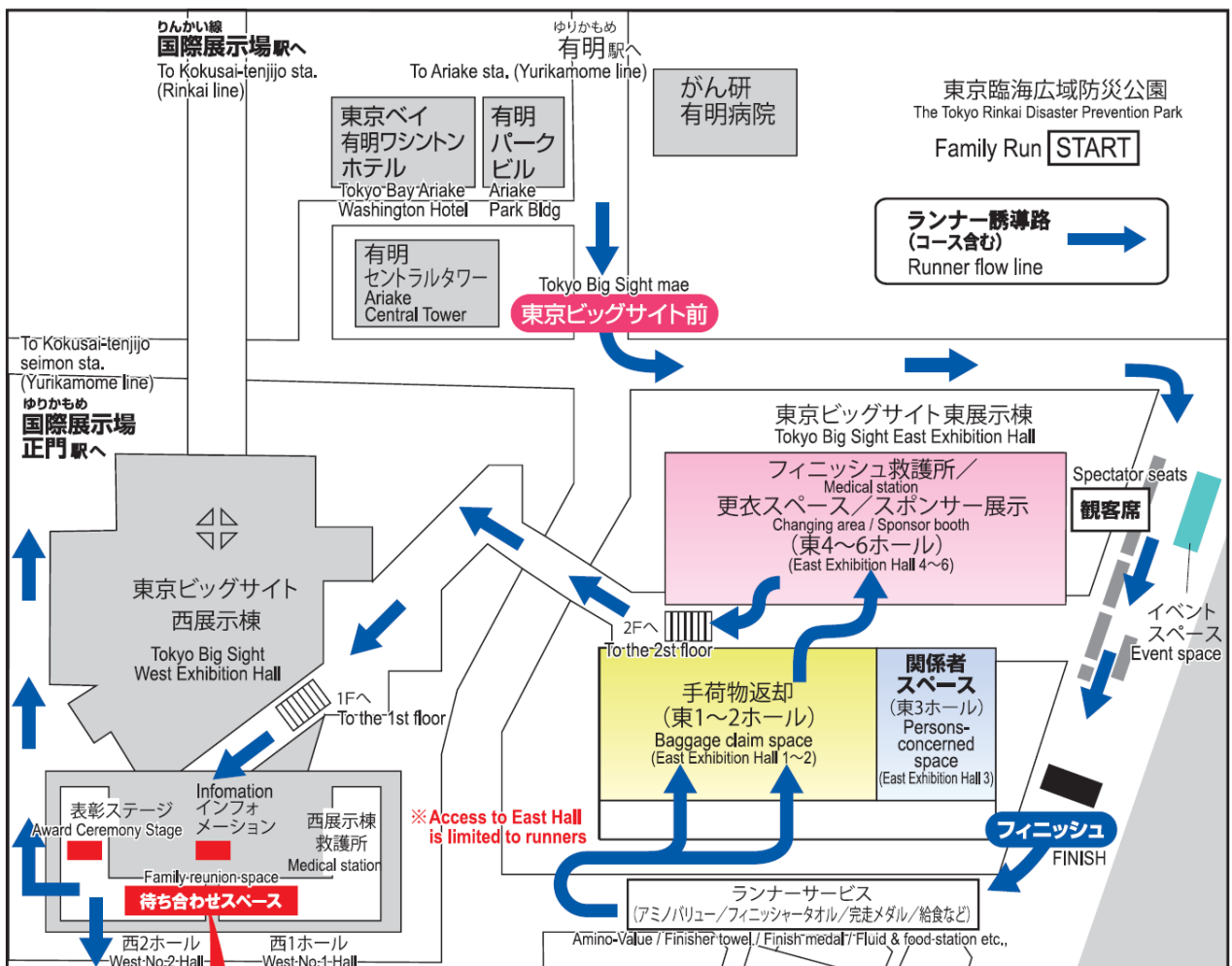
【Precaution for Media】

- Please follow the instructions from the event staff and police officers.
- Since congestion is expected, for safe media activities, be aware of runners and pedestrians.
- Please be aware that covering the event outside the area designated for media activities is not permitted by organizer and/or Tokyo Police department.

Precaution at the finish area <Inside Tokyo Big Sight>

- Credential applications will not be accepted on the race day.
- Coverage position is based on first-come first-served basis. Please be courteous to others in time of congestion. However, position in the “Q block” will be determined by a lottery.
 - * Lottery will be held at 9:00AM inside the Press Center. (Draw number in order of arrival → Enter area in order of drawn number)
 - * Lottery for Still and ENG cameras are held separately.
 - * Those who come to the finish after shooting the start can not arrive in time for drawing.
- Parking will not be available. Please use public transportation.
 - * Traffic will be regulated on the race day.
- Use of Press Center
 - ◆ Use of the press center is limited to the member of the media (with Media Credential) who has applied in advance.
 - ◆ Luggage storage is not available. Please keep your valuables in safe place.
 - ◆ LAN (no wireless-network) are available, but since its number is limited, please limit your usage.
 - ◆ Finishing time varies, so please confirm in advance (refer to p.13).
 - * Press center and press conference room are located in the East Exhibition Hall.
 - * Award ceremony will be held in West Exhibition Hall.
- Congestion is expected due to large number of runners and spectators, so please be aware of surrounding area during media activities.

Map of Tokyo Big Sight West Hall (Feb 23)



Finish (Photo positions within Tokyo Big Sight)

Press Center opens at 8AM (Location: East Exhibition Hall Press Center)

- The winner's interview scheduled at the side of the course after the race is only for Nippon TV broadcast of the race.
Other press (except for media from sponsor and event) are not allowed to interview at the same time.
- Please be aware that the distance from the photo bridge to the finish is about 25m (same as last year).
- Number of still and ENG cameras in the finish line are limited to one per company per spot.
- Shooting from the photo bridge is limited to Official Media during the finish of top runners. For other times number of photographers will be adjusted. Please follows the instructions from the staff.
- Elite runners will walk through the mixed zone next to the press center.
- Top three Wheelchair athletes as well as top eight marathon finishers will be awarded.

* The award's stage will be at the West Exhibition Hall 1 (area 'O').

《Explanation for photo position》

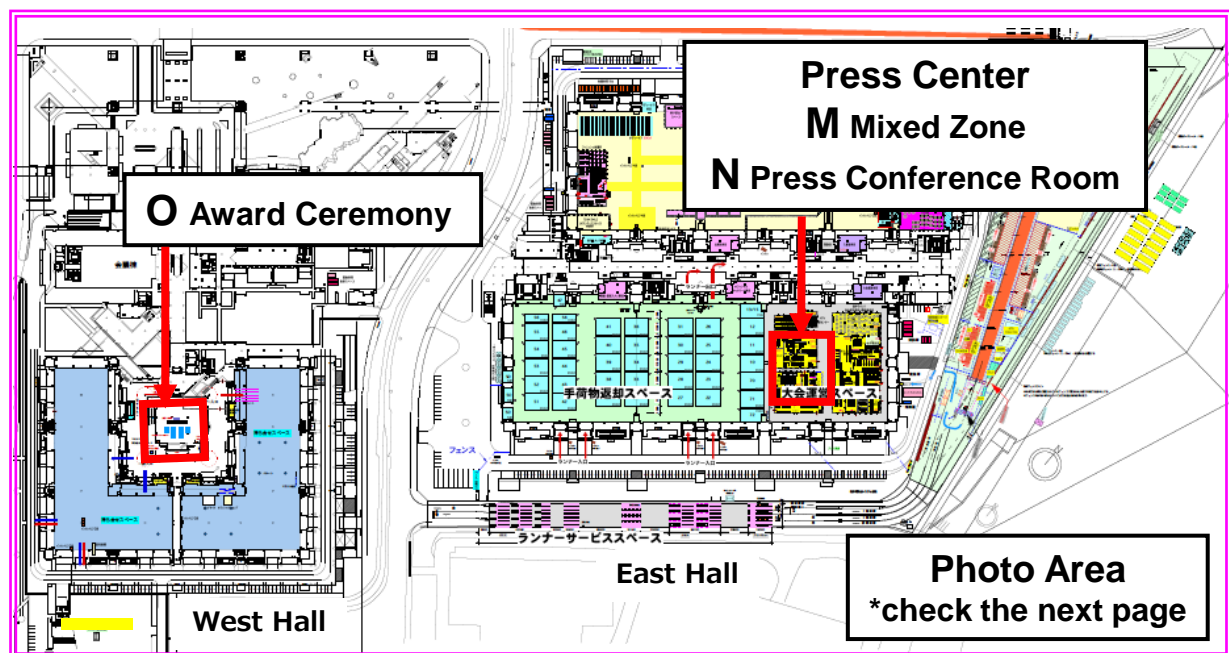
M Mixed Zone (Elite runners only) Reporter/Still/ENG Camera (number will be limited)

N Press Conference Room (Winners of Wheelchair division, Marathon, Top Japanese) Reporter/Still/ENG Camera

O Award Ceremony (West Exhibition Hall Atrium) Still/ENG Camera/Reporters

* Photographers, please be aware of the distance at the West Exhibition Hall 1.

* Award Ceremony Schedule: 12:30– Wheelchair race, Marathon.



【Wheelchair winner Coverage Schedule】

Men's finish (around 10 : 32)

Press Conference (Side of Press Center) → Award Ceremony 12:30 (West Exhibition Hall)

Women's finish (around 10 : 50)

Press Conference (Side of Press Center) → Award Ceremony 12:30 (West Exhibition Hall)

【Marathon Coverage Schedule】

Men's Marathon (around 11 : 17) → collect award (Nippon TV) →

Press Conference (Side of Press Center) → Award Ceremony 13:00

Women's Marathon (around 11 : 35) → collect award (Nippon TV) →

Press Conference (Side of Press Center) → Award Ceremony 13:40

【Non-elite Runner flow after finish】

* Information regarding these press conferences will be announced at the Press Center.

* **Marathon winners are not going to Mixed Zone.**

Amino-Value → Finisher Towel → Finisher Medal → Water & food → Baggage → Changing Area → Waiting spot

Finish Area Photo Positions

《Explanation of Photo Positions》

P Photo bridge (Nippon TV and official media only during the Elite runners' finish)

Still/ENG Camera

* Possible to shoot citizen runners, but number of photographers are limited.

Q Below Photo bridge (Time of Wheelchair & top eight finishers) Still/ENG Camera (Lottery)

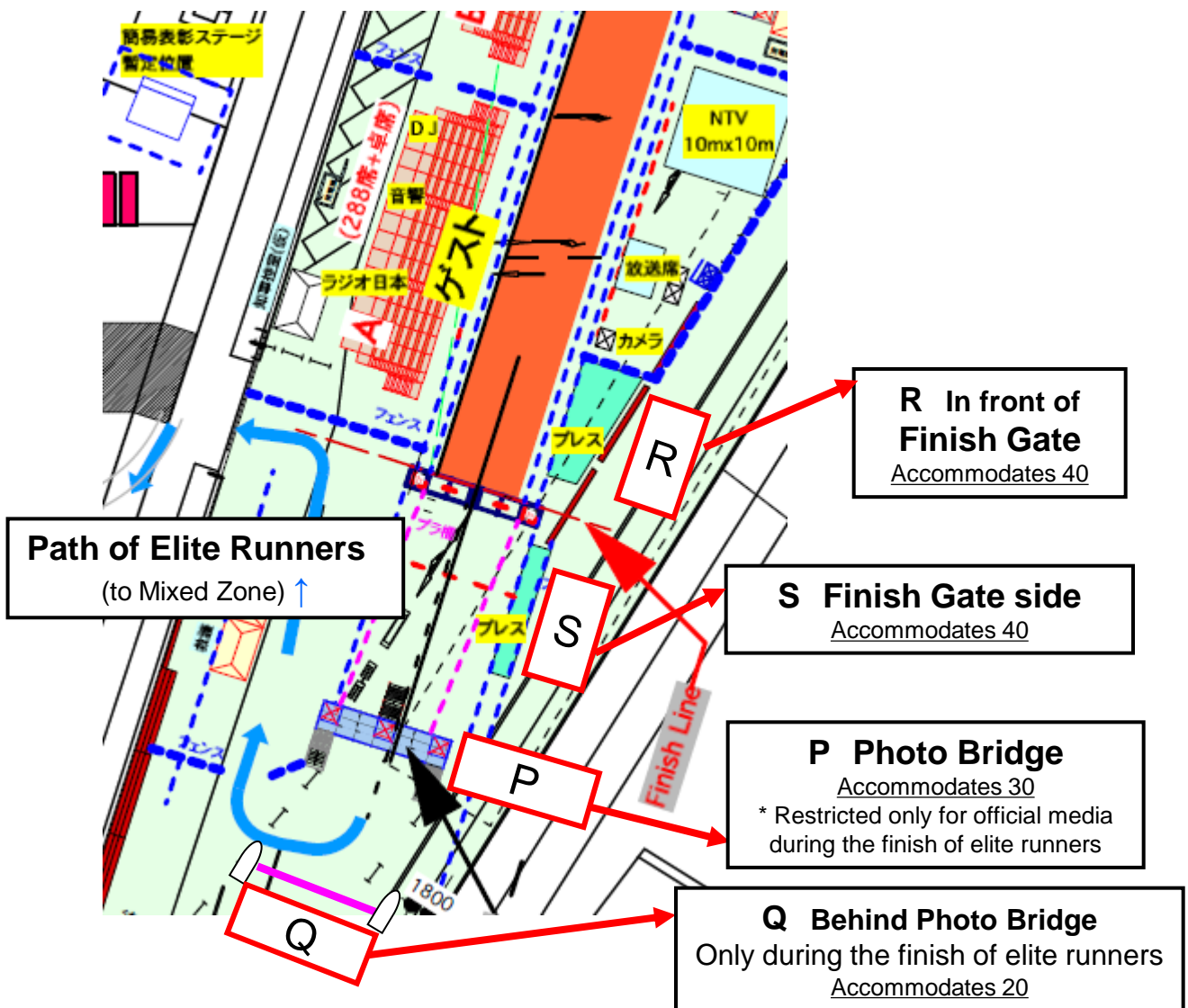
* This is a temporary position to shoot top finishers.

* Media crew who covers the Wheelchair may have priority when the Wheelchair finishes.

R, S Front & side of the Finish Gate Reporters/Still/ENG Camera

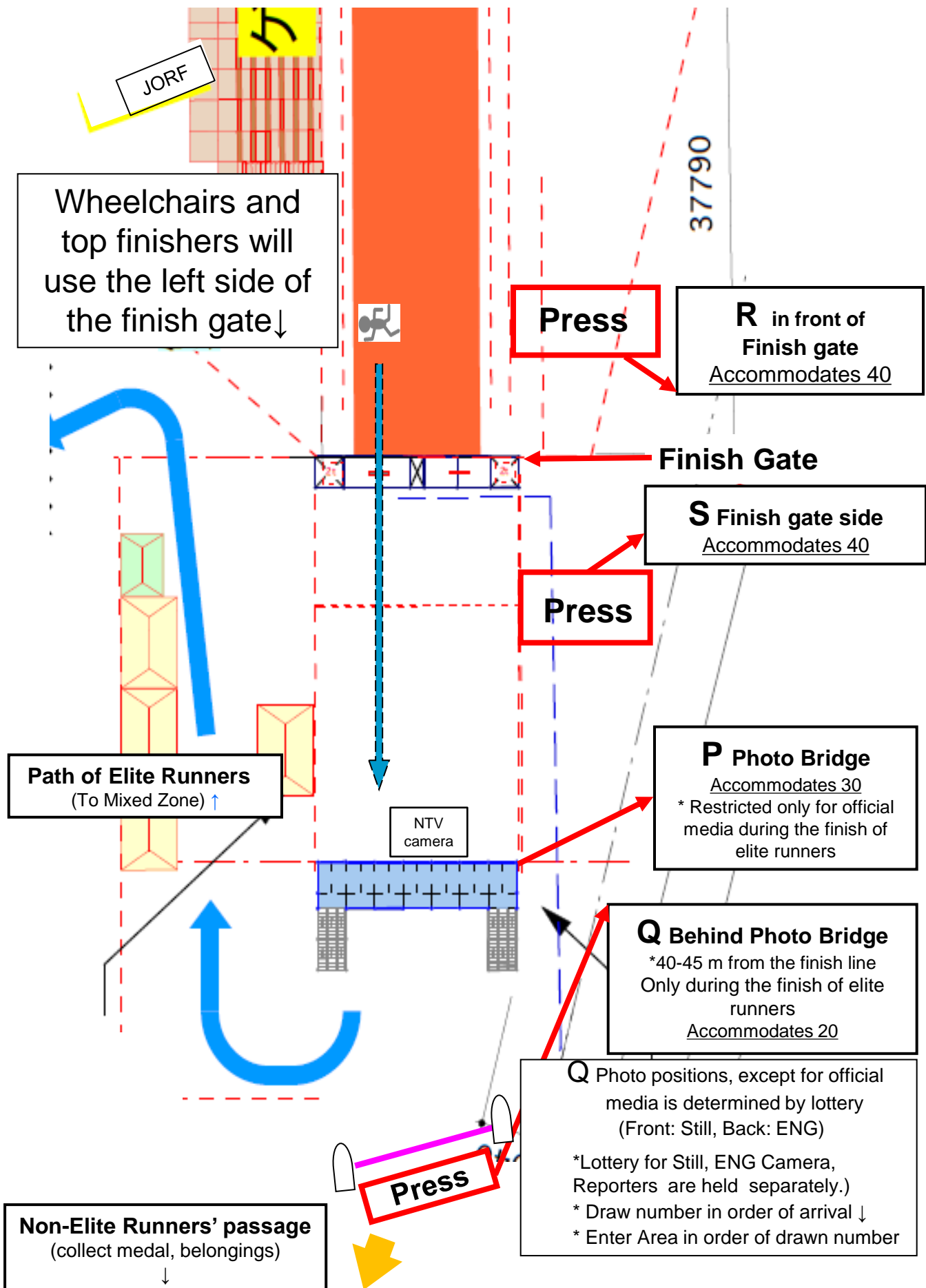
* Only Official Photographers are allowed to shoot the award presentation during the Nippon TV broadcasting.

*Please note that Nippon TV camera crews might move around the finish area to shoot the finish scene for their broadcasting, in addition to shooting it from fixed location.

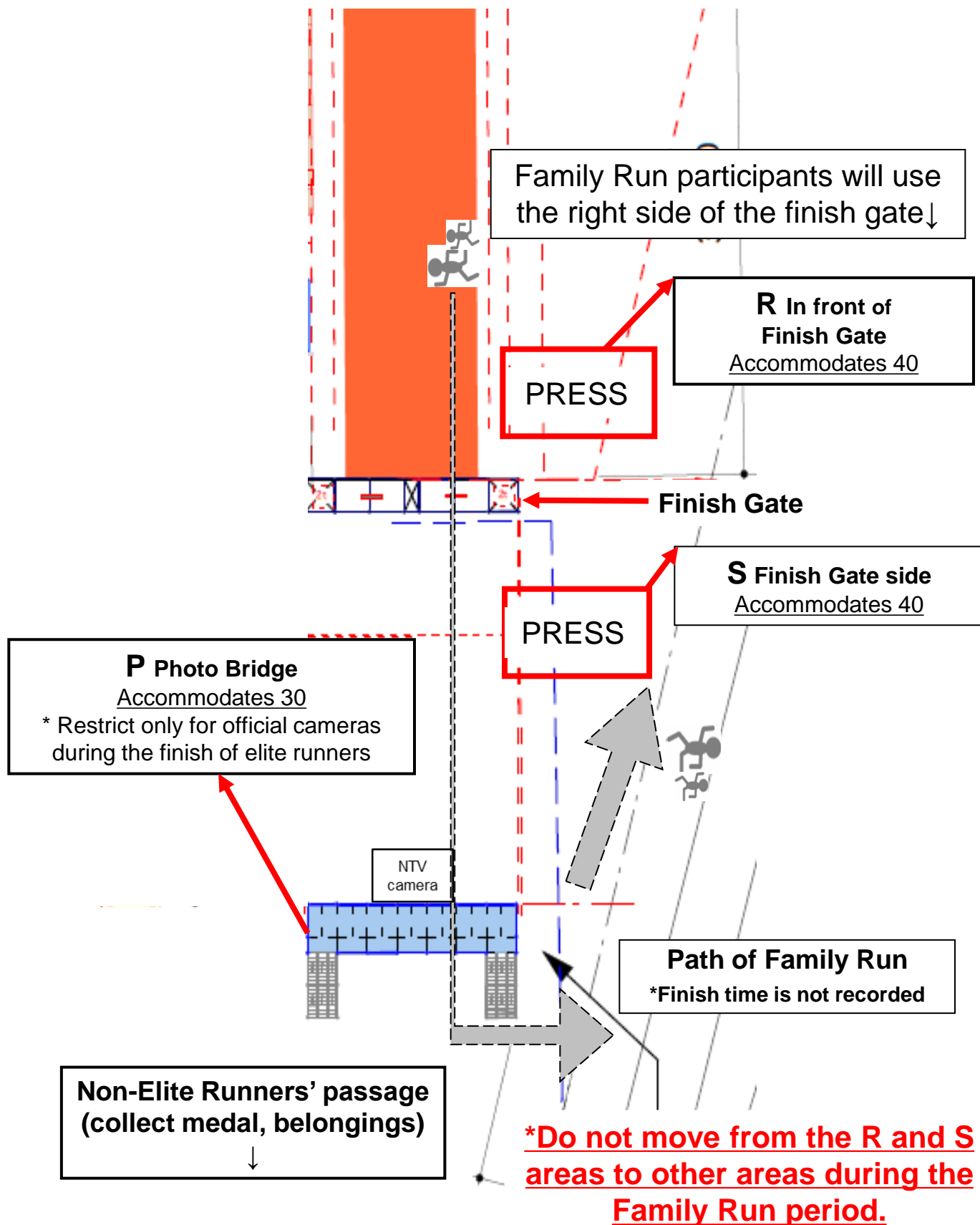


*Please refer to the following pages for more details on shooting the finish scenes of each race category.

Approximate finish time: Wheelchair (around 10:30 -) Top runners (around 11:17 -)



Tokyo Marathon Family Run 2014 (15:30 - 16:00)



Covering the event along the course (Half point in Shinagawa, Ginza, Asakusa)

For smooth covering of the event, please be aware of spectator on the sidewalk when photographing from areas designated by the organizer.

■ Request and Precaution

- a. Event coverage points are located in Shinagawa, Ginza and Asakusa. In case of large number of requests, shooting time for each media may be limited.
- b. Please apply for credential in advance and wear the Media Credential on the event day.
- c. Covering the event on the course (e.g., roadway, central divider, overpass) is prohibited.
- d. For covering the event from sidewalk, please follow the instructions from the event staff and police officers, and be sure not to interfere with passage of general public. Furthermore, to use stepladders or other similar equipment in these area, please apply for their use to the marathon office as well as obtain a permission from the local police department.

Covering with TV Camera

Only Nippon TV and Radio Nippon may cover the event on the course (road way). The broadcasters without a permit cannot cover the event on the course.

The race footage will be distributed to other broadcasters. The live video signal will be split from tower.

Due to arrangements within the sports news association, the use of race footage is allowed only after the race broadcast by Nippon TV. (9:00 AM to 11:50 AM tentative). We ask for your kind cooperation.

◎ Television Broadcast

February 23rd 2014 (Sunday), 9:00AM to 11:50AM, Elite Race (Nation wide broadcast by Nippon Television network)

*Details of general-runner broadcast in the afternoon (Kanto local) is to be confirmed later.

◎ Radio Broadcast

February 23rd 2014 (Sunday), 8:45AM to 11:50AM (Radio Nippon Company, Limited.)

Tokyo Marathon 2014:

Following the clause in the mutual agreement, the race footage may be used only after the nation-wide broadcast by Nippon TV (9:00AM to 11:50AM, Sunday, February 23rd 2014).

Accredited media may use up until 180 seconds of the footage relating to the race during regularly news programs for one year from the event.
For any image usage, please first contact the Public Relations Division of the Tokyo Marathon Foundation.

* Please read the precaution on image and photo rights on page 21.

<For the publicity related inquiry>

Tokyo Marathon Foundation Public Relations Division

Tel: 03-5500-6639 Fax:03-5500-6678

E-mail: press_tm@tokyo42195.org

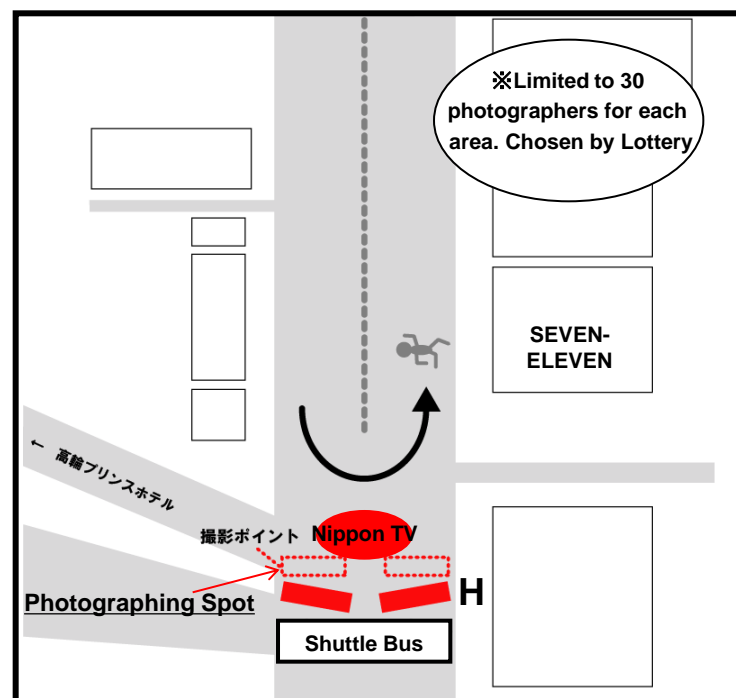
Area 'H' Map of Shinagawa photo area

Takanawa 3-chome Intersection Front of '7-Eleven'

(3-23 Takanawa, Minato-ku)

J R Shinagawa station

Gathering location/time: On Site at 9:00AM



* Expected time

Wheelchair leader

15km (9:36) →20km (9:46)

Marathon leader

15km (9:55) →20km (10:10)

Last Marathon runner

15km (11:43) →20km (12:27)

Traffic control:

Shiba 5-chome⇄Shinagawa Station,
Takanawa exit, Keihin Route No 1
9:00 to 12:35

【Precaution to Media】

- Please follow the instructions from event officials and police officers.
- Since congestion is expected, for safe media activities, please be aware of runners and pedestrians.
- Coverage from outside the designated area is not allowed by Tokyo marathon organizer and/or police department.
- Police may exclude photographers from areas not designated as photo area. Please follow their instructions.

Area 'J' & 'K' Map of Ginza photo area

Environs of Ginza 4-chome

J Front of Mitsukoshi (3-6-1 Ginza, Chuo-ku)

Tokyo Metro Ginza, Hibiya,
Marunouchi Line "Ginza station"

K Front of Dunhill (2-6-7 Ginza, Chuo-Ku)

● Gathering location/time: On Site at 9:00AM

* Expected time:

Wheelchair leaders

20km (9:46) →25km (9:56) →35km (10:17)

Marathon leaders

20km (10:10) →25km (10:25) →35km (10:55)

Final Marathon runner

20km (12:27) →25km (13:13) →35km (14:42)

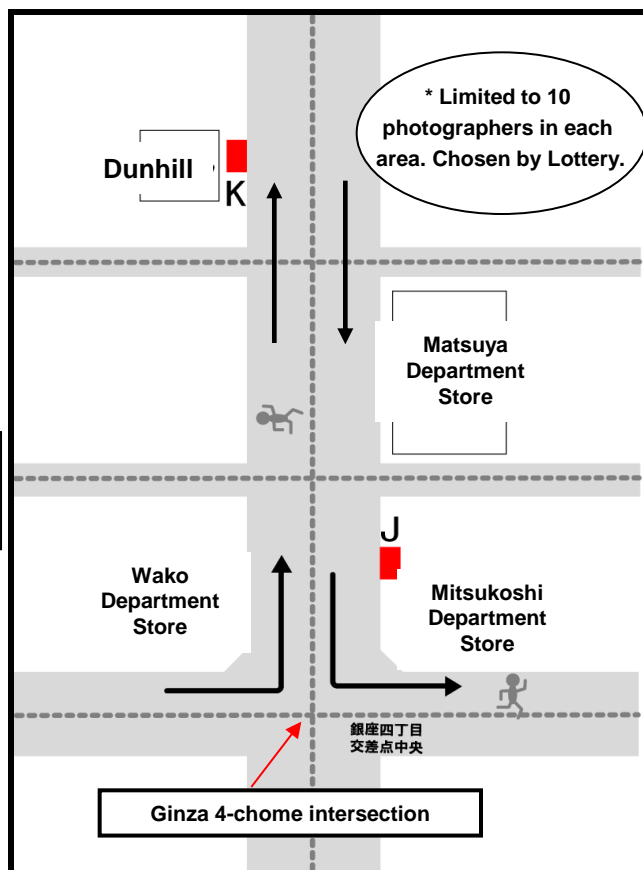
Traffic Control:

Hibiya⇄Ginza 4-chome Harumi St. 9:25 to 15:00

Ginza 4-chome⇄Nihonbashi Chuo St. 9:30 to 15:00

【Precaution to Media】

- Please follow the instructions from event officials and police officers.
- Since congestion is expected, for safe media activities, please be aware of runners and pedestrians.
- Coverage from outside of designated area is not allowed by Tokyo marathon organizer and/or police department.
- Police may exclude photographers from outside the designated photo area. Please follow their instructions.



L Map of Asakusa Photo Area

Asakusa Kaminarimon Gate

Front of Asakusa Bunka Kanko Center

(2-18-9 Asakusa, Taito-ku)

Tokyo Metro Ginza line, Municipal Asakusa line

“Asakusa station”

Be sure to assemble 30min before designated time.

A. 9:30 to 11:30

B.11:30 to 12:30

C.12:30 to 13:30

*** Because of expected congestion, session is divided into three**

* Expected Time

Wheelchair leader

25km (9:56) →30km (10:07)

Marathon leaders

25km (10:25) →30km (10:40)

Last Marathon Runner

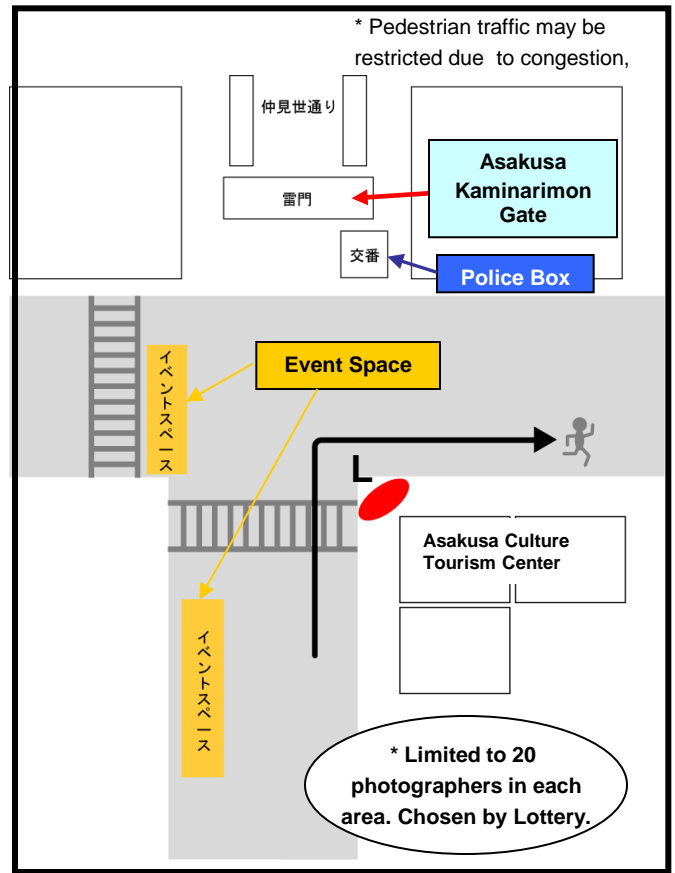
25km (13:13) →30km (13:56)

Traffic Control:

Kuramae 1-chome⇄Asakusa Kaminarimon Edo St.
9:35 to 14:20

【Precaution for the Media】

- Please follow the instructions from event staff and police officers.
- Since congestion is expected, for safe media activities, please be aware of runners and pedestrians.
- Coverage from outside of designated area is not allowed by Tokyo marathon organizer and/or police department.
- Police may exclude photographers from outside the designated photo area. Please follow their instructions.



Covering the event from Photo Vehicle

Limited to the official media representative.

* Please register in advance.

* The photo vehicle will leave on time. Please be punctual.

● Please check the boarding point and time of the photo vehicle at the press office in advance.

Covering the event from the Guest / Press Bus

* TV monitor on the bus will show the Nippon TV broadcast of the race.

Please register in advance. Seating on the bus will be limited to one person per company until the capacity is reached. The bus will be shared with event's guests.

Please be aware that bus may not arrive at finish line prior to top finishers passing thru mixed zone.

* The press bus will leave on time. Please be punctual.

● Please check the boarding point and time of the press bus at the press office in advance.

Media Shuttle Bus from the start to finish area

The media shuttle bus operates from the start area to the finish area (Tokyo Big Sight). However, please note that the bus will arrive at the finish area only after wheelchair athletes finish. Furthermore, please be aware that the bus may be delayed due to traffic condition.

*The shuttle bus will be available to the media on a first-come first-served basis, but limited to two person per company until capacity of the bus is reached.

* The bus will leave on time, so please be sure to observe the scheduled departure time.

● Please see p. 8 for the shuttle bus schedule.

Covering the Tokyo Big Marathon Festa

Tokyo Big Marathon Festa 2014, which takes place along the course, may be covered without a restriction, except the interviews and photo sessions for guest athletes at Ariake East Promenade. However, we ask the member of the media to apply for a credential in advance and wear the provided Media Credential on the event day.

For coverage from the sidewalk, please be sure not to disturb the passage of pedestrians and follow the instructions from event officials and police officers. In case equipment such as stepladders are used, request must be submitted to the marathon office and road use permit must be obtained from the local police department, which should be carried around on the event day. Please note, however, that you might be excluded depending on the circumstances, regardless whether you have the permit or not.

Please note that the designated coverage areas described in this guideline are subject to change, since our requests to the local police department are still under their review. For other areas, permit from the local police department should be individually obtained, after submitting the application to Tokyo Marathon PR division. Your understanding and cooperation is greatly appreciated.

⑧ Use of Images

1) Application procedure for usage of Tokyo Marathon images for the purpose of event coverage and publicity

For the use of images for the purpose of either event coverage or publicity of outline, objective, and activities related to Tokyo Marathon, please submit the “Permission Request Form” to the Public Relations Division of Tokyo Marathon Foundation and obtain permission.

- Photographing and video recording of Tokyo Marathon as well as the use of images (see below for definition) related to the Tokyo Marathon are prohibited without explicit consent from the Tokyo Marathon Foundation. For usage of images of Tokyo Marathon, please read the following caveat and apply for the usage accordingly. Photographing or video recording of participants, volunteers and spectators are allowed as long as the images are for private use. Please note that these images are not allowed for use beyond their original intended purposes.
- Photographs and video images by accredited photographers on the race day may be used without the consent from the Tokyo Marathon Foundation for a period of one week after the marathon. Use of images after that period requires explicit consent from the Tokyo Marathon Foundation.
*This restriction will not apply to the official media of the Tokyo Marathon.
- Tokyo Marathon Foundation will provide set of official photographs which characterize Tokyo Marathon best. There is no fee except for materials and shipping for usage of these set of photographs. However, fee will be required for different set of photographs.

Definition of images related to the Tokyo Marathon

- Images that include all or part of the event name, “Tokyo Marathon”
- Images that include all or part of the “Tokyo Marathon Logo”
- Images that include the event name “Tokyo Marathon” in text form
- Images of the Marathon participants, officials, volunteers, as well as objects with name or logo of the official sponsors such as sponsor boards
- Images of programs, pamphlets, leaflets and other official printed materials

2) Application procedure for use of images for other than event coverage, including commercial usage

The term “usage other than event coverage” means usage related to productions, sales, services and promotions. This restriction applies to media outlets also.

For usage other than event coverage, please contact the Public Relations Division of Tokyo Marathon Foundation below.

<For the publicity related inquiry>

Tokyo Marathon Foundation

Public Relations Division

Tel: 03-5500-6639 Fax: 03-5500-6678

E-mail: press_tm@tokyo42195.org

Permission Request Form

*Specify the usage purpose and type of required materials (check all that apply).

Purpose	1. Broadcasting 2. Publishing 3. Other
Type	1. Property Use 2. Interview/Coverage 3. Other <small>※The term "property" refers to the text-based materials including event names and catchphrases, and the design-related materials including logos, course maps, photographs and video images.</small>

****Please note that any information/materials provided from Tokyo Marathon Foundation should be used for promotional purposes of the Tokyo Marathon event only.**

*Please fill in the form below to provide all the details of your request.

Application Date	DD/MM/YYYY	Applicant Name			
Contact Info	TEL	FAX	E-mail		
Company Name			Department		
Address				Zip Code	Country
Name of Media / Publication	◆TV program: With / without reruns (BS, CS, VOD, etc.) ◆Website/internet: _____ PV ◆Print media: Print run/circulation of _____ copies				
Size/Length in Media		Scheduled Air Date / Release Date	DD/MM/YYYY		
Description of interview/coverage or material usage	*If you have any related documents, please also attach them, and write down their descriptions below.			Preferred interview/coverage date	DD/MM/YYYY
Attached documents					
Required materials	1. Photos 2. Video images 3. Logos 4. Texts including the event name 5. Other			Due date	DD/MM/YYYY
Other					

Contact	Marketing Dept., PR Div.	TEL: 03-5500-6639 (Direct)	Email: press_tm@tokyo42195.org
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*To apply for gift or commercial goods production, please also attach your design sheet.

*Foundation use only Billing Info [Billable / FOC]

事業担当局長	マーケティング本部長	主管本部長	マーケティング本部	関係部署	ライセンス管理室	受付者