



ATHLETE GUIDE

SUNDAY/APRIL 19, 2015

WWW.IRONMAN.COM/NEWORLEANS70.3



IT'S TIME TO RACE!

Welcome to New Orleans! Premier Event Management is excited you have decided to experience one of the greatest cities on earth and challenge yourself at the Ochsner Ironman 70.3 New Orleans race. You will find that New Orleans offers the best of entertainment, food, architecture and culture and a great race venue. The courses and venue are spectator friendly and are ready to host you as you become an Ironman 70.3 finisher!

About Premier Event Management

PEM is America's preeminent organizer of multi-sport racing events. The company was formed in 1993 with its principals having race management experience since the late 1970s. The core of the Premier team was involved in the production of one of the largest road races in the United States with more than 30,000 participants and a post race festival estimated at 100,000+.

The company produces some of the largest and most prominent triathlons and road races in the sport today. Premier has produced and/or timed regional, national, and international championships and currently is the production company for the Panasonic New York City Triathlon, the Escape from Alcatraz Triathlon, The Nation's Triathlon, and Bay to Breakers. Premier also produced the 2004 Olympic Triathlon Trials in Bellingham, WA, the 2005 ITU Age Group World Championships in Honolulu and the 2008 Olympic Triathlon Trials in West Des Moines, IA.

Again, welcome to New Orleans which was recently named by Rough Guides, a leading publisher of travel and reference information, as the #3 city in the world. We like to think we are #1. Take time to enjoy our unmatched array of music, food and culture.

Bill Burke, Race Director



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RACE LOCATION

UPDATED

SEE THE RACE SCHEDULE FOR UPDATED RACE WEEKEND LOCATIONS

Hilton New Orleans Riverside
2 Poydras Street
New Orleans, LA 70130

South Shore Harbor Marina
6701 Stars & Stripes Blvd.
New Orleans, LA 70126

SCHEDULE OF EVENTS

FRIDAY – APRIL 17, 2015 – ALL FRIDAY EVENTS WILL BE HELD AT THE HILTON NEW ORLEANS RIVERSIDE, 2 Poydras Street, New Orleans, LA 70130		
START	END	EVENT
11:00 a.m.		70.3 Race Briefing
12:00 p.m.	7:00 p.m.	70.3 Athlete Check-in & New Registration
12:00 p.m.	7:00 p.m.	UHC IronKids Fun Run Packet Pickup & New Registration
12:00 p.m.	7:00 p.m.	Race Expo
1:00 p.m.		70.3 Race Briefing
3:00 p.m.		70.3 Race Briefing
5:00 p.m.		70.3 Race Briefing
SATURDAY – APRIL 18, 2015 – SATURDAY EVENTS WILL BE HELD AT THE HILTON NEW ORLEANS RIVERSIDE, 2 Poydras Street, New Orleans, LA 70130 except Mandatory Bike Check-In		
7:00 a.m.	8:30 a.m.	UHC IronKids Fun Run Packet Pickup & New Registration (until 8:30 a.m.) CANCELLED
9:00 a.m.		UHC IronKids Fun Run Start CANCELLED
10:00 a.m.	6:00 p.m.	70.3 Athlete Check-in
10:00 a.m.	4:00 p.m.	New Registration
10:00 a.m.	6:00 p.m.	Race Expo
10:00 a.m.		70.3 Race Briefing
11:00 a.m.		Cooking Demonstration – Jamba Juice
12:00 p.m.		70.3 Race Briefing
2:00 p.m.		70.3 Race Briefing
12:00 p.m.		Cooking Demonstration – Your Nutrition Delivered – Chef Patrick McAnnally
1:00 p.m.		Cooking Demonstration – Zea – Chef Fred Woods
2:00 p.m.		Cooking Demonstration – Clean Creations – Barbara Bolotte
2:00 p.m.		IronPrayer Chapel Service (optional) at VIP tent near Finish Line
3:00 p.m.	9:00 p.m.	Mandatory Bike Check-in (Bike Mechanic on Duty) at SOUTH SHORE HARBOR
3:00 p.m.	4:00 p.m.	Pro Athletes Q&A - Open to the Public – Tentatively: Andy Potts & Ben Hoffman
3:00 p.m.		Cooking Demonstration – La Cocinita Food Truck – Joseph Sturtz
4:00 p.m.	5:00 p.m.	Pro Athlete Briefing – Pro Athletes Only
5:00 p.m.		70.03 Race Briefing
SUNDAY – APRIL 19, 2015 – ALL RACE DAY EVENTS HELD AT SOUTH SHORE HARBOR		
4:00 a.m.	6:00 a.m.	Athlete Shuttle from New Orleans Hilton Riverside to Transition
4:30 a.m.		Transition Opens
6:45 a.m.		Transition Closes
7:00 a.m.		Race Start
10:00 a.m.		Race Expo
11:00 a.m.	1:00 p.m.	Amanda Shaw Concert
11:00 a.m.		Post-Race Athlete Food
1:00 p.m.	3:00 p.m.	Live New Orleans Jazz Music
1:30 p.m.		Transition - Gear & Bike Check Out
1:30 p.m.	5:30 p.m.	Post Race Shuttle Buses for Athletes utilizing Tri Bike Transport Service. Bikes are not allowed on the shuttles buses unless broken down and packed in an airline-approved bike case or box. Packed bikes will be placed in the undercarriage of the motor coach bus.

2:00 p.m.	3:30 p.m.	2015 Ironman 70.3 World Championship Registration for Guaranteed Slots at Awards Stage*
3:30 p.m. tentative		Awards Ceremony & IM 70.3 Championship Slot Rolldown**
Post Awards ceremony		Any remaining Championship Slots will be re-allocated based on the race census and awarded after the Awards Ceremony

*Guaranteed Slots **MUST** be claimed between 2:00 p.m. and 3:30 p.m. at the awards stage. **All unclaimed slots at 3:30 p.m. will roll down to the next eligible participant.** Credit card payment due at time of acceptance of slot. *(The only exception to this rule is if an athlete has a guaranteed slot but has not finished the course by 3:30 p.m. For example, if there is only 1 athlete competing in the Female 75-79 age group and she doesn't finish by 3:30 p.m., that slot is held until she can confirm whether or not she wants the slot and since there is no rolldown in this example, the slot would go to reallocation.)*

**Credit card payment due at time of acceptance of slot.

PRE RACE Information

ATHLETE CHECK-IN UPDATED

Athlete Check-in race weekend has been moved to the Hilton Riverside New Orleans, 2 Poydras Street, New Orleans, 70130 on Friday, April 17, from noon to 7:00 p.m. and Saturday, April 18, from 10:00 a.m. to 6:00 p.m. Every athlete including all relay team members must pick up their own race materials at the Expo on Friday or Saturday. Minors must be accompanied by a parent. A government-issued photo ID is required to check in.

FYI: Traditionally, the busiest times at Athlete Check-In/Package Pickup is when package pickup opens each day and on Saturday starting at 1:30 p.m. so plan your weekend accordingly.

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 athlete and must be worn until after the race. It is the primary means of identifying you to race officials and allows you access to both the transition area and the post-race athlete recovery areas.

You will not be able to remove your bicycle and/or gear from the transition area following the race without your wristband affixed to your wrist. Please do not remove your wristband until after the event, as it will identify you as an athlete. You must be wearing your wristband if you plan to claim a slot for the 2015 IRONMAN 70.3 WORLD CHAMPIONSHIP.

PERSONAL SAFETY – There is NO pre-event open water swim. Violation of any rules may result in disqualification. 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. Although the swim occurs in the protected waters of the South Shore Harbor Marina, 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, currents and indigenous marine life.

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 the race day to fulfill your physical and emotional needs. Ride single file, as biking side by side is illegal.

As you are one of New Orleans' 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.

MANDATORY BIKE CHECK-IN – On Saturday, April 18, athletes are required to check in their bike into the Transition Area from 3:00 p.m. to 9:00 p.m. It is recommended that bikes only be checked in on Saturday and bring all other race gear with you on race morning. There are no shuttle buses provided for Bike Check-in on Saturday. Athletes who are staying at the Hilton Riverside hotel without transportation are urged to utilize local taxi service for bike drop off. The hotel concierge is a helpful resource to contact local cab services for bike transportation.

Bikes will be racked in the transition area at the rack corresponding to the athlete's race number. When racking your bike, the majority of your bike must be on the side of the rack where your race number is showing.

A family member or friend may check your bike into the transition area on Saturday as long as your bike race number is on your bike, however only you, the athlete, can retrieve your bike from the transition area after the race.

PARKING

ATHLETE CHECK-IN PARKING AT HILTON NEW ORLEANS RIVERSIDE – Athletes driving to the Hilton for packet pickup on Friday or Saturday, please park in the Hilton parking garage. The Hilton is offering to athletes the opportunity for discounted parking. If you will be parked less than two hours, the Hilton has discounted the parking rate to \$10. If you are parked for more than two hours, normal parking rates apply. To take advantage of the discounted parking, pick up a parking card at the timing chip strap table in the packet pickup area.

RACE DAY PARKING – Race morning parking at South Shore Marina will be marked. Spectators and athletes should follow the directions of the parking attendants upon arrival.

Spectators - *If arriving at the race site after 9:00 a.m., take Downman Road to South Shore Harbor. After 9:30 a.m., it will be increasingly more difficult to drive in to the venue due to athletes in both directions on the run course. Before 9:00 a.m. there will be no athletes on the run course. Consequently, spectators will have better access to roads on or near the run course.*

PRE RACE SHUTTLE BUSES – Shuttle buses are provided race morning for athlete use from the Hilton Riverside in downtown New Orleans to South Shore Harbor starting at 4:00 a.m. and ending at 6:00 a.m. on Sunday, April 19, 2015. No bikes are allowed on the shuttles.

GEAR CHECK-IN – Only athletes with a race wristband will be allowed to enter the transition area on race morning. Bike mechanics will be in the transition area should you have any last minute needs.

SWIM CAP & TIMING CHIP - Remember to bring your timing chip, timing chip strap and your swim cap race morning. If you need a replacement timing chip, strap or swim cap, race staff will be located at the check-in end of transition race morning and can assist you.

BODY MARKING – Body marking will start at 4:30 a.m. in the area just outside of the transition area. Your race number will be marked on both upper arms and your race age will be marked on your left calf. If the swim is wetsuit legal, volunteers will also mark the back of your hand with your race number. Do not apply sunscreen or lotion until after you have been body marked.

TRANSITION CLOSES – Transition closes at 6:45 a.m. All athletes in the swim portion of the race must be out of transition by 6:45 a.m. and on their way to swim start at the west end of the marina. Relay bikers and runners must also have checked in their personal gear into the transition area by 6:45 a.m. as well. When transition closes, only race staff, volunteers and relay bikers and runners are allowed in transition. Relay bikers and runners will be instructed race morning regarding exiting and re-entry into the transition area during the race.

NUTRITION AND HYDRATION – Nutrition and fluids will be provided at aid stations on the bike and run but it is recommended that you have with you full bottles of fluid on the bike and nutrition items you have used during your training regimen.

Bike Course: GU Gels, Gatorade, Water & Ice

Run Course: GU Gels, Bananas, Soda, Gatorade, Water, Ice & Sponges

RACE TIMING AND CUT-OFFS – The race will officially end 8 hours after the final athlete enters the water. Your timing chip will capture your race splits (swim, T1, bike, T2, run) and overall finish time. All aid station stops, transitions, etc. will be included in your total elapsed time.

The following cutoff times apply for each segment of the race:

- Swim: 1 hour and 10 minutes after the final athlete starts the swim
- Bike: 5 hours after the final after the final athlete starts the swim
- Run: 8 hours after the final athlete starts the swim

Premier Event Management reserves the right 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, or run) before the post cut-off times based on an athlete's location, time and average speed up to that point.

POST-RACE Information

BICYCLE GEAR AND RECOVERY – Bike and gear recovery starts at 1:30 p.m. in transition or sooner if allowed by Transition Director. If the race is still in progress when you enter transition to recover your bike and gear please exercise caution and respect other athletes who have not yet completed their race.

POST-RACE TRANSPORTATION – Local taxi services have historically arrived post race to assist athletes with bike transportation. We recommend having the phone number of a taxi service with you in case the need arises. Athletes utilizing Tri Bike transport can utilize post-race shuttles back to the Hilton Riverside New Orleans.

ATHLETE FOOD TENT – Athlete post-race food area is open at 11:00 a.m. Fresh fruit, cookies, bagels and selections from our race sponsor, Popeye's, will be served.

SPECTATOR REFRESHMENTS – Race management is working to have spectator food & refreshments on site for purchase for the convenience of your friends and family. Please check back for further details as they become available.

RACE PHOTOGRAPHY – FinisherPix will be on hand with several photographers working along the race course and the finish line.

How to order your pix? Register your email address at www.finisherpix.com to be notified as soon as photos are available.

TIPS: Have your race number visible on the FRONT of your bike helmet and your bib visible on the front of your shirt when you cross the finish line. Smile and celebrate your race when you see a race photographer and especially as you cross the finish line. No one wants to see the top of your head as you are touching your watch at the end of the race!

LOST AND FOUND – On Friday and Saturday of race weekend, Lost and Found items will be turned in to the Director of Athlete Services, Susan McManus Ellis, in the packet pickup area of the Expo. On race day, lost and found items will be turned in to the transition director and will be relocated to the offices of Premier Event Management after the race. Premier Event Management can be reached at 504-454-6561.

MEDICAL AREA – The medical area in the finish line chute is for athletes only. Family member are not allowed. Overcrowding in the medical tent prevents the medical staff from doing their job. For information on an athlete receiving medical treatment, please wait outside the medical tent for updates on the athlete's condition. Medical services provided by our title sponsor, Ochsner Health System.

PRO PRIZE PURSE - \$30,000.00 total will be awarded!

Paid to Pro Men and Pro Women

1ST PLACE \$6,000.00	2ND PLACE \$3,000.00
3RD PLACE \$2,250.00	4TH PLACE \$1,500.00
5TH PLACE \$1,250.00	6TH PLACE \$1,000.00

COMPETITOR RESPONSIBILITIES

- When you pick up your race packet, confirm that all items in your packet, helmet number, bib number, wristband number, bike number and timing chip number all match the race number assigned to you which is found on the label of your race packet.

- You must wear your Championship timing device and strap at all time while you are racing. Prior to the swim, fasten the Championship to the strap and affix the strap to your ankle. Do not remove it. It will be removed from your ankle in the finish line chute after you cross the finish line. If, by chance, volunteers miss you in the finish line or if you decide to not start the race, please return the chip to the nearest race staff member or mail in a padded envelope to: PEM, 509 South Al Davis Road, Suite B, Harahan, LA 70123.
- If you drop out or are pulled from the race at any time, turn in your timing chip to a race official. Failure to do so may disqualify you from participating in future IRONMAN or Premier Event Management events. It is essential that we know where you are on the course at all times for your safety and for our peace of mind. If you are transported to any medical station, the medical staff will take responsibility for your timing chip.
- Your timing chip and strap are on loan to you. By picking up your race packet, you are guaranteeing that you will return the chip and strap or you will be billed for its replacement.
- If you lose your Championship during the event, you are responsible for contacting the next staff member you encounter. Volunteers will assist you with replacing your timing chip at the next possible location. If you lose your timing chip during the run, please notify a race staff member immediately after crossing the finish line.

SWIM COURSE

SUMMARY – 1.2 miles

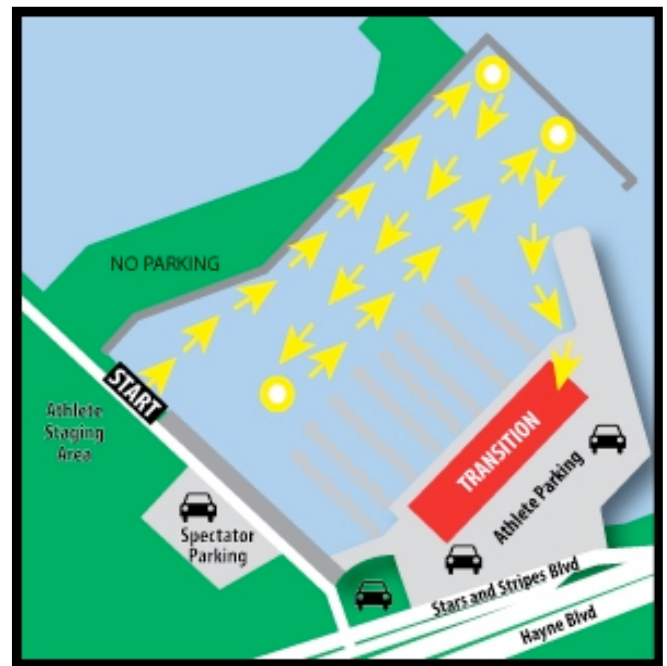
The swim is a point to point, time trial swim starting from the west side of the marina. The course proceeds in a modified “M” shape. Professional triathletes will start in a traditional wave but the rest of the field of athletes will start the race in a time trial fashion with 8 athlete(s) jumping into the water every 12 seconds according to their assigned Swim Groups.

Athletes can self seed within their designated Swim Group, however starting in a Swim Group other than your assigned one will result in disqualification. If you should miss your Swim Group, please notify race staff at swim start to assist you. You will be able to start the race, but the timing team will need to record your race number and the group in which you are starting the race.

Swim exit consists of a stairs and scaffolding set up to accommodate your exit from the water. Volunteers will be on hand to assist you and you require their

Nudity is not allowed at any time during the race.

Historically, the Orleans race has been wetsuit legal.



wetsuit strippers will be available if help.

Ochsner Ironman 70.3 New

2015 OCHSNER IRONMAN 70.3 NEW ORLEANS SWIM SCHEDULE			
Swim Group	Division	Wave Time	Cap Color
1	Pro Men	7:00 AM	ROYAL BLUE
2	Pro Women	7:05 AM	RED
3	OCHSNER SUPERHERO	7:08 AM	NEON GREEN
4	ParaTriathlete	7:10 AM	WHITE
5	Relays	Time Trial	KELLY GREEN
6	Men 35-39	Time Trial	ORANGE
7	Men 24 & Under	Time Trial	YELLOW
8	Women 29 & Under	Time Trial	NAVY BLUE
9	Men 30-34	Time Trial	DARK PURPLE
10	Men 40-44	Time Trial	RED
11	Women 30-39	Time Trial	ROYAL BLUE
12	Men 45-49	Time Trial	NEON PINK
13	Men 25-29	Time Trial	LIGHT BLUE
14	Men 50 & Over	Time Trial	SILVER
15	Women 40 & Over	Time Trial	YELLOW

SWIM COURSE RULES AND REGULATIONS

- The swim cap provided to you at packet pickup must be worn during the swim portion of the race for identification purposes.
- Flotation devices are not allowed.
- Aqua socks are allowed only if the water temperature is 65 degrees Fahrenheit or colder.
- If wetsuits are not allowed, clothing covering any part of the arms below the shoulders and clothing covering any of the leg below the knee is deemed illegal equipment and is not permitted. Compression wear may NOT be worn during non-wetsuit swims but may be worn upon completion of the swim.
- Goggles and facemasks may be worn. Snorkels are allowed but a request to use one must be submitted to the event's Head Referee prior to competition or the athlete could face disqualification. An athlete who uses a snorkel, if approved by the Head Referee, is not eligible for age group awards or 70.3 World Championship slots or rolldown slots.
- Athletes are permitted to use boats and kayaks as aids as long as forward progress in the swim is not made.

PRE-RACE SWIMMING

SWIMMING INSIDE THE WALLS OF SOUTH SHORE HARBOR MARINA PRIOR TO THE RACE IS STRICTLY PROHIBITED.

This is a working marina. Power boats and sailboats will have full use of the marina on Friday and Saturday of race weekend.

WETSUIT – USAT 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 greater than 28 degrees Celsius/83.8 degrees Fahrenheit. Full wetsuits are permitted. Prohibited Wetsuit: De Soto Water Rover.

BIKE COURSE

SUMMARY – 56 miles

REMINDER: Mandatory bike check-in is Saturday, April 18 from 3:00 p.m. – 9:00 p.m. at transition.

PRE-RACE ACCESS TO THE BIKE COURSE:

The bike course is open for athletes to ride prior to race morning, however please know that once you check your bike into the transition area on Saturday you may not remove it. Also, the bike course prior to race day is OPEN TO NORMAL TRAFFIC. Please obey all biking and traffic laws.



The course is flat except for the Haynes Boulevard Bridge and the Chef Pass Bridge.

Bike Course Turn by Turn

- Bike west from South Shore Harbor and head up the Haynes Blvd. Bridge.
- Take a left turn at the top of the bridge and head east on Haynes Blvd to Paris Road.
- Take a right hand turn onto Paris Road and ride on Paris Road to a left turn onto Chef Highway.
- Ride on Highway 90 (Chef Highway) and cycle 6 miles past the Chef Pass Bridge to the bike turn around.
- Once the u-turn is made, ride west on Highway 90 to Highway 11 where a right hand turn is made onto Highway 11.
- Ride 2.5 miles on Highway 11 heading east, then make the u-turn and return to Highway 90 and a right turn back to the 510 Expressway.
- Once on the 510 Expressway, head north back to Paris Road and a left hand turn onto Haynes Blvd.
- Ride west on Haynes Blvd. back to the Haynes Blvd. Bridge and turn right at the top of the bridge back onto Stars and Stripes Blvd and re-enter the transition area.

Bike Course Rules and Instructions

Please understand that based on permits for roads on the course and the safety of athletes involved, cutoff times must be respected for this event. The bike course finish time cut off is 1:00 p.m.

1. Position Rules:
 - a. Absolutely NO DRAFTING of another bike or any other vehicle is allowed.
 - b. Athletes must keep 5 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 athletes 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 draft zone once it is entered (drafting violation).
 - e. Overtaken Athletes must immediately fall back 5 bike lengths before attempting to regain the lead from a front running bike. Immediately re-passing prior to falling back 5 bike lengths will result in an overtaken violation.
 - f. Overtaken Athletes who remain within 5 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.
 - 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.
 - 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 "D" for drafting or a "P" for all other penalties.
 - iii. Register, via the sign-in sheet at the PT.
 - 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):
Penalties: 1st Offense – 5:00
2nd Offense – 5:00
3rd Offense – 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 by the seat in a manner such that the majority of the bicycle is on the athlete's side of the bike rack.
3. No tandem, recumbent, 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. Athletes must wear a bike helmet number on the front of their helmet.
8. Athletes must have a bike frame number fixed to their bike and the entire number must be clearly visible from the left side.
9. Cameras, phone cameras and video cameras are prohibited unless permission is given by Premier Event Management.
10. CPSC-approved helmet is required during the entire bike portion including in and out of the 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.
11. 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.
12. 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 and each aid station. Discarding any item outside of the trash drop zones will result in a penalty.
13. 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.
14. Athletes may walk bike, if necessary, but may not make progress on the bike course unaccompanied by their bicycle.
15. 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.
16. 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.
17. **HEADSETS OR HEADPHONES ARE NOT ALLOWED DURING ANY PORTION OF THE EVENT.**
18. If you need medical assistance, SAG wagons will pick you up and take you to the medical tent, where you will receive treatment. Depending on the 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. 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.

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 are 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 wear a helmet when training.
- Please do not use private property as a toilet. There are plenty of places along the way with public bathrooms – please use them.
- Please do not litter. Keep your energy bar or gel wrappers with you until you find a trashcan.
- Please ask you friends and family 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 SUPPORT & BIKE SHIPPING

Local Bike Shop

Bicycle World will be handling technical support in the transition area at Bike Check-in and on race day.

Bicycle World
701 Jefferson Highway
Jefferson, LA 70121
<http://bicycleworldla.com>
504-828-1862

Bike Shipping

Bike transportation provided by Tri Bike Transport. <http://www.tribiketransport.com/>
Contact Tri Bike Transport if you are interested in this service.

For **CUSTOMER SERVICE** assistance or general inquiries:

Please email info@tribiketransport.com or

Phone 1-800-875-0120, ext. 1

Office hours: 10:00 AM - 5:00 PM EST

NEW! EVENT HOTLINE! For up to the minute information leading up to an event

1-855-4-TBT-411 (1-855-482-8411)

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 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, so we recommend you bring your own. You must give your pump to a family member or friend before the race start. Other athletes will bring a pump and will likely share so make a friend on race morning.

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

RUN COURSE

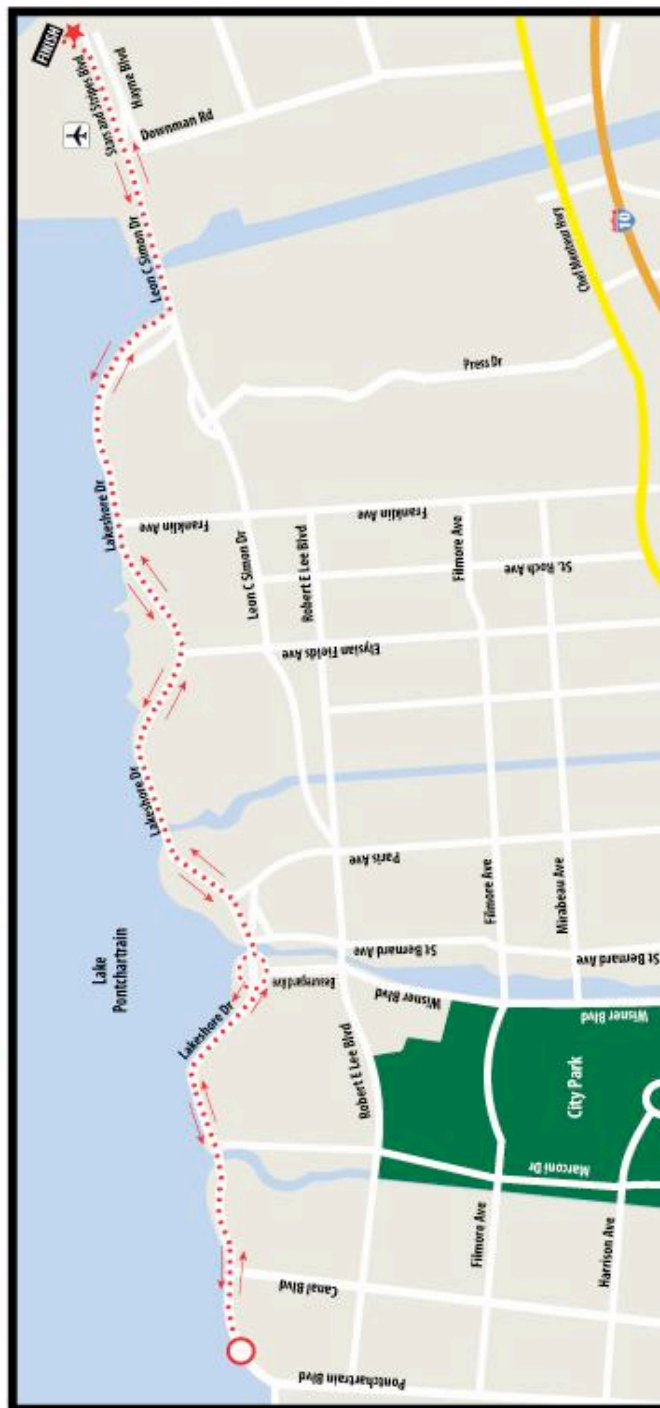
SUMMARY – 13.1 miles

The run will take athletes out and back along the beautiful shores of Lake Pontchartrain.



70.3 Half Marathon Run Course

APRIL 19, 2015 - 7:00 am
South Shore Harbor
IronManNewOrleans.com



Run Course Directions

- Athletes will leave transition and head west onto Stars and Strips Blvd, run over the Ted Hickey Bridge and turn slightly right onto Lake Shore Drive.
- Runners will head west on Lake Shore Drive and run to Pontchartrain Blvd. where a u-turn is made. Once the U-turn is made athletes will run east on Lake Shore Drive toward South Shore Marina and the finish line.

Run Course Rules and Instructions

1. No form of locomotion other than running, walking or crawling is allowed.
2. Athletes must wear their race-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 the 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. 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, course marshals 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. 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.
8. HEADSETS OR HEADPHONES ARE NOT ALLOWED DURING ANY PORTION OF THE EVENT.

FINISH LINE

The run will end at the Ochsner Ironman 70.3 New Orleans event on the grounds of South Shore Harbor. Have all disciplines start and end there makes this an especially spectator friendly course. However, 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 ensures the safety of all athletes, volunteers and fans. Athletes who choose not to respect the policy will receive an automatic disqualification.

All athletes completing the race, including each relay team member, will receive a finisher's medal.

2015 IRONMAN 70.3 WORLD CHAMPIONSHIP

Slots 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. Final slot allocation will be posted after the conclusion of the race alongside the results. You must claim and pay for your guaranteed slot in person at the tent by the awards stage on Sunday, April 19, between 2:00 p.m. and 3:30 p.m. Unclaimed guaranteed slots will be forfeited at 3:30 p.m. If any rolldown slots are available, they will be awarded in conjunction with the awards ceremony. Any slots remaining after rolldown will be reallocated and awarded after the awards ceremony. **Athletes who accept a slot to the championship event in Austria must have a credit card with them at the moment a rolldown slot is awarded to them and when they approach the table. NO CASH OR CHECKS WILL BE ACCEPTED.** The entry fee to the 2015 70.3 World Championship race in Zell Am See-Kaprun, Austria is \$315 EUR. Payments will be made by qualifiers on an iPad. This constitutes payment only for the slot. Processing fees will apply. Ironman will contact qualifiers after the race with specific information on how to register for the Championship 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 will be representative of the actual number of age group starters in each category in the race. For example, if 8% of the age group starts are Female 40-44, then 8% of the slots are allocated to the Female 40-44 category.

Rolldown and Reallocation Policy

At the conclusion of onsite 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 at the awards ceremony. If an athlete chooses not to take their guaranteed slot or does not attend the awards/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 Anti Doping Policy, all athletes accepting qualifying slots for the 2015 Ironman 70.3 World Championship 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.

Event Sanction and Rules

USA Triathlon (USAT) has sanctioned the 2015 Ochsner Ironman 70.3 New Orleans. Please visit www.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:

Unregistered Participants.

- 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 USA Triathlon 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.

Any second violation of this Section shall result in a lifetime suspension or ban from membership in USA Triathlon. **Any athlete 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, RACE STAFF, MEDICAL STAFF OR RACE 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 the 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 and 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 if continuing the race without risk of serious injury or death. Medical transport of a 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 an IRONMAN event in the future.
6. No participant can use a performance enhancing drug or procedure. All doping processes and violations will be handled in strict accordance with Ironman 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 Rules, may be instituted, which if such occurs, you agree to abide.
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 or meetings.
11. As a USAT-sanctioned race, the 2015 Ochsner Ironman 703 New Orleans 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. Communication devices of any type are strictly prohibited during competition. Use of such devices may result in disqualification.
13. Premier Event Management 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.

ParaTriathlete Rules Applying to All Segments of the Race

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

Swim

1. IRONMAN reserves the right to seed contestant at the swim start (i.e., early start, late state, designated wave, etc.)
2. Athlete may use a 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.

ParaTriathlete General Information

1. Unauthorized outside aid/support or escorts are grounds for disqualification. Handlers and Guides must be approved prior to the race by contacting Susan McManus Ellis at susan@pem-la.com or . 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 their equipment needs, etc. Any athlete needing such assistance should find Susan McManus at Athlete Check-In.
3. All athletes are strongly encouraged to attend a pre-race briefing. Check the Schedule of Events for briefing time and locations.
4. PEM reserves the right to modify event rules as necessary, as long as such changes are communicated to the athlete in writing (via email) or at a pre-race briefing.

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.

MEDICAL

The athlete excess medical coverage (USAT fee) protects each participant for the day of the event at USAT sanctioned races, camps and clinics. When athletes purchase an USAT annual license or one-day permit, a portion of those fees cover the cost of providing the athlete with excess medical insurance. This coverage only extends to their participation in an USAT 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
- Athlete completes a USAT 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 explanations of benefits 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 out of pocket 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 Premier Event Management. 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 that 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 are on your bike to avoid the possibility of accident or injury to yourself or another.

Please trim 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 New Orleans, we suggest you consider an acclimation period in New Orleans 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 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. It is recommended 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 race medical director.

RACE DAY Check List

PRE RACE

- ☐ Directions to Hotel
- ☐ Travel info (air or rental car)
- ☐ Directions to Athlete Check-In/Race Start
- ☐ Photo ID
- ☐ Valid USAT card or proof thereof, if an annual member. If you paid \$12 online, no need to bring a card.
- ☐ Bike Serviced
- ☐ Attend Athlete Check-In
- ☐ Attend Athlete Briefing (important even if you have raced 70.3 New Orleans before as the run course has changed)
- ☐ Study the race courses and plan your nutrition
- ☐ Review race packet after Athlete Check-in carefully to make sure all race materials are marked with the race number on your race packet label

RACE DAY – SWIM

- ☐ Timing chip and ankle strap
- ☐ Swimsuit and wetsuit (if applicable)
- ☐ Swim goggles
- ☐ Race swim cap
- ☐ Ear plugs/Nose plug (optional)
- ☐ Cheap flip flops to wear & discard at swim start (optional)

RACE DAY – BIKE

- ☐ Bike Pump
- ☐ Extra Nutrition
- ☐ Extra Hydration
- ☐ Bike Repair Kit
 - Bar End Plugs

- CO2 Cartridge
 - Spare Tire
 - Spare Tube
 - Tire Levers
 - Valve Stem Extenders
 - Patch Repair Kit
 - Wrench Set/Tools
- ☐ Sunscreen
- ☐ Bike Helmet
- ☐ Bike Gloves
- ☐ Sunglasses
- ☐ Bike Shoes
- ☐ Socks
- ☐ GPS or bike computer

RACE DAY – RUN

- ☐ Fuel Belt
- ☐ Race Belt or safety pins for bib
- ☐ Bib number
- ☐ Hat/Visor
- ☐ Reflective tape (if needed)
- ☐ Running Shoes
- ☐ Socks
- ☐ Sunglasses
- ☐ Water Bottle

MISCELLANEOUS

- ☐ Body Glide
- ☐ Antibacterial solution
- ☐ Contacts or Rx Glasses
- ☐ Heart Rate Monitor & Chest Strap
- ☐ Towel
- ☐ Hair Ties
- ☐ Lip Balm
- ☐ Post Race Clothing

VOLUNTEERS

Don't forget to thank a volunteer!