

VANCOUVER 2010  
CLEAN VENUE GUIDELINES



## Contents:

1. Clean Venue – Why?
2. The Clean Team
3. To Mask or Not to Mask and Other Tips
4. Clean Venue Tours
5. Venue Branding Levels
6. Sponsor Category Listing



## 1. Clean Venue – Why?

- Unique to the Olympic Games: no clutter, no heavy commercial messaging, just sport, culture and international competition
- Derives from Rule 51 of the Olympic Charter
- Ensures that the focus of an Olympic experience is on the sport or spectacle, and not on commercial, religious or political messaging
- Even Olympic sponsors have very limited branding rights within a venue
- VANOC is legally and contractually required to deliver clean venues

## 2. The Clean Team:

- We are **ALL** responsible for clean venue compliance
- If we each focus on “cleaning” our respective areas, the mandate is not as daunting
- VMM and CRM will work with FA’s to assess, consult and identify solutions  
Know who the sponsors are, and when in doubt ask your CRM or SPN teammate

## 3. To Mask or Not to Mask, and Other Tips:

- Rule of thumb: the first impression that a spectator/athlete/broadcaster should receive upon entering a venue is that they are entering an Olympic experience. If there are outside elements present that don’t belong in an Olympic experience (ex: old venue branding or outside sponsor branding), they need to be neutralized.
- All competitive commercial branding needs to be covered in a venue. Each venue is equipped with a toolkit of supplies that will assist each FA with masking in their space area.
- It is often easier to mask before something is installed. Consider what needs to be masked in your space area and what stage it is most easily done at.
- Bathrooms:
  - All cleaning agents such as soap or hand sanitizer must be our sponsors’ brand (Alda T36) or masked
  - Toilets, sinks, paper towel dispensers do not require masking
  - Personal toiletry dispensers that feature commercial marks should be masked
- If you have to squint to decipher branding on something, or if it is unsafe to mask (it either risks the personal safety of the person applying it, or poses a fire or safety issue if applied) it likely does not need covering.
- We are only “cleaning” areas that we control – i.e. once someone begins their Olympic experience by entering our fence lines, we try to deliver a clean venue for that Olympic experience

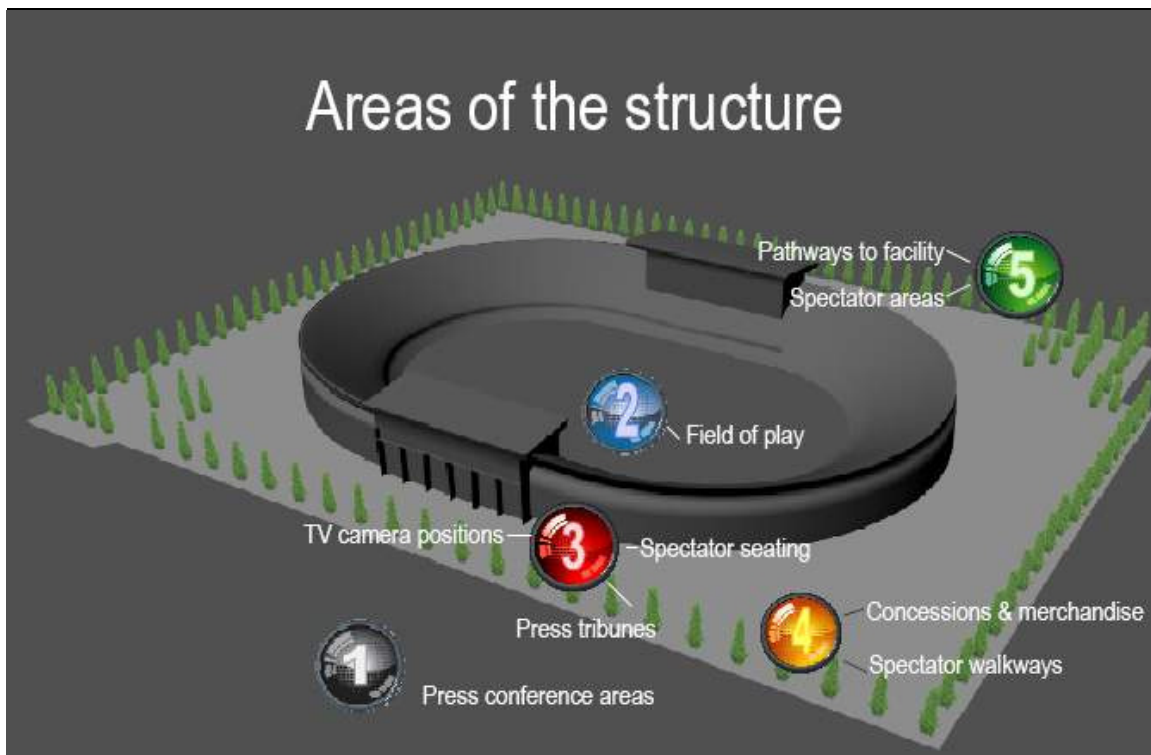
## 4. Clean Venue Tours:

- 3 Pre-Games visits, 2 weeks out from the Games (about 2 hours per visit)
- Tours are conducted with the IOC and VANOC (VGM, VMM and CRM).
- From these tours the VMM will receive a checklist of items that need to be addressed and corrected within the venue. The VMM will work with the VGM and each FA space owner to determine an action plan for addressing the issue.
- VMM/CRM conduct a clean venue sweep daily prior to competition start
- Tours are conducted to inspect venues for compliance using the Olympic Charter, Brand Protection Technical Manual and Sponsor Contracts as reference

## 5. Venue Branding Levels:

Venue branding levels apply to competition, non-competition and training venues. Each venue is divided up into a hierarchy of sections with corresponding zones numbered from one to five. Each zone is assigned specific guidelines on allowed advertising and commercial identification.

The following diagram and chart describe the parameters for each level of branding. Due to the nature of branding and advertising, it is difficult to define absolutes for each level, and therefore decisions will need to be made on a case-by-case basis.



Level	Examples	Definition
Level 1	<p><b>Competition Venues:</b></p> <ul style="list-style-type: none"> <li>- Press conference areas and mixed zones</li> <li>- Press tribunes</li> <li>- Olympic Family lounges / Sponsor lounges</li> </ul> <p><b>Non Competition Venues / Special Events:</b></p> <ul style="list-style-type: none"> <li>- Medals Plaza / Offsite awards locations – field of performance</li> <li>- Opening and Closing Ceremonies - field of performance</li> </ul>	<p>While it has been generally understood in Olympic marketing that the “field of play” is the most tightly restricted for branding, this is not actually true, because often there are branded equipment used in athletic competitions, in addition to branded athlete uniforms and other allowable branded equipment.</p> <p>Level 1 branding, then, is applicable to areas that are similar in nature to the competition field of play, but that do not require the equipment and scoreboards used in competition, such as the field of performance for opening and closing ceremonies, the field of performance for awards ceremonies, designated press conference areas, etc.</p> <p>In Level 1 areas, no branding is permitted, except for the following items, and within the parameters stated in the Olympic Charter:</p> <ul style="list-style-type: none"> <li>(i) Team uniforms</li> <li>(ii) Sponsor technical equipment that is <b>needed</b> for the event or activity. These items must comply with the following guidelines: <ul style="list-style-type: none"> <li>- The identification of the manufacturer* cannot appear more than once per item</li> <li>- Any identification of the manufacturer cannot exceed 1/10<sup>th</sup> of the height of the equipment, installation or apparatus in question, and can be no larger than 10cm high.</li> <li>- <u>Note:</u> Case-by-case consideration will be applied to instances where sizing restrictions impede VANOC’s Graphic Standards manual (GSM), the GSM shall take precedence</li> <li>- <u>Grouping of compliant logos is not allowed.</u></li> </ul> </li> </ul> <p>All other brands must be covered on all items.</p>
Level 2	<ul style="list-style-type: none"> <li>- Field of Play / Performance</li> <li>- Athlete preparation areas and green rooms</li> </ul>	<p>In Level 2 areas, no branding, except which appears on the following items within the parameters stated in the Olympic Charter:</p> <ul style="list-style-type: none"> <li>(i) Team uniforms</li> <li>(ii) Items worn by athletes in the competition (if the venue is a sport venue)</li> <li>(iii) Sport equipment used in the competition (if the venue is a sport venue)</li> <li>(iii) Sponsor technical equipment that is not used in the competition or performance itself, but that is needed for the event or activity (such as timing and scoring equipment*). These items must comply with the following guidelines: <ul style="list-style-type: none"> <li>- The identification of the manufacturer cannot appear more than once per item</li> <li>- Any identification of the manufacturer cannot exceed 1/10<sup>th</sup> of the height of the equipment, installation or apparatus in question, and can be no larger than 10cm high.</li> <li>- <u>Note:</u> Case-by-case consideration will be applied to instances where sizing restrictions impede VANOC’s Graphic Standards manual (GSM), the GSM shall take precedence</li> <li>- <u>Grouping of compliant logos is not allowed.</u></li> </ul> </li> </ul> <p>All other brands must be covered on all items.</p> <p><i>* Where additional equipment is operationally required, other than what is stated above, VANOC will reserve the right to limit branding to the above stated guidelines.</i></p>

Level	Examples	Definition
Level 3	<ul style="list-style-type: none"> <li>- Accredited operational areas (back of house)</li> <li>- Technology control areas (back of house)</li> <li>- General public circulation areas inside the venue or facility</li> <li>- Concessions</li> </ul>	<p>In Level 3 areas, branding is not governed directly by the Olympic Charter, but by contracts with Olympic sponsors. In these zones, only sponsor brands are allowed, and only as necessary to deliver contractual rights owed to sponsors. No non-sponsor brands can be visible.</p> <p>Within Level 3 areas, sponsor branding cannot be “gratuitous”, meaning it must be standard course of business branding. In the event Level 3 areas are visible from the Field-of-Play, a case-by-case approach will be taken in the review of branding applications.</p> <p>If and when sponsor branding exceeds standard course branding, or if multiple sponsor logos are grouped together, case-by-case consideration will need to be given to determine whether such branding is permissible.</p>
Level 4	<p><b>Competition Venues:</b></p> <ul style="list-style-type: none"> <li>- Venue media centre</li> <li>- Common domain inside a precinct secure perimeter (outside venue or facility)</li> </ul> <p><b>Non-Competition Venues / Special Events:</b></p> <ul style="list-style-type: none"> <li>- Main Press Centre / International Broadcast Centre</li> <li>- Olympic Village</li> </ul>	<p>Branding is not governed directly by the Olympic Charter, but by contracts with Olympic marketing partners. Only sponsor brands are allowed, but they must be in compliance with sponsor contracts.</p> <p>Sponsor branding should appear per standard course of business norms, so as not to create an overly commercialized appearance.</p> <p>Non-sponsor brands should not be visible.</p>
Level 5	<p><b>Competition Venues:</b></p> <ul style="list-style-type: none"> <li>- Areas immediately outside the secure perimeter</li> </ul> <p><b>Non-Competition Venues / Special Events:</b></p> <ul style="list-style-type: none"> <li>- IOC Hotel</li> </ul>	<p>Branding is not governed directly by the Olympic Charter or by contracts with Olympic marketing partners, but by local legislation (if available) and indirectly by cooperation with local government authorities. The prominent appearance of brands competitive to sponsors must be avoided to the extent possible.</p>

\* “Identification of manufacturer” means the normal display of the name, trademark, logo or any other distinctive sign of the manufacturer of the item, appearing not more than once per item.



## 6. Sponsor Category Listing:

SPONSOR	NOTES
3M Canada	<p><b>Category:</b></p> <ul style="list-style-type: none"> <li>- Large format Building and Vehicle graphics, applied through the use of vinyl decals, clings, wraps or films, etc.</li> <li>- Grandstand Wraps - the large scale mesh banners applied to the temporary scaffold seating structures</li> </ul> <p><b>Other Associated Brands:</b></p> <ul style="list-style-type: none"> <li>- Post-It</li> </ul> <p><b>Competitors:</b></p> <ul style="list-style-type: none"> <li>- Avery</li> <li>- Avery Denison</li> <li>- Arlon</li> <li>- Mactac</li> <li>- Printing companies that choose not use 3M graphic application</li> </ul>
Acer	<p><b>Category:</b></p> <ul style="list-style-type: none"> <li>- “Computers”</li> <li>- Personal equipment and all related accessories including keyboard, mice, etc.</li> <li>- Notebook and desktop computers</li> <li>- Tablet PCs</li> <li>- USB portable devices</li> </ul> <p><b>Other Associated Brands:</b></p> <ul style="list-style-type: none"> <li>- Gateway</li> <li>- E-Machines</li> </ul> <p><b>Competitors:</b></p> <ul style="list-style-type: none"> <li>- IBM</li> <li>- Mac</li> </ul>
Acklands Grainger	<p><b>Category:</b></p> <ul style="list-style-type: none"> <li>- Industrial safety and material handling equipment</li> <li>- Wide offering of items, but marketing rights for: <ul style="list-style-type: none"> <li>- Safety vests, flags, traffic cones, emergency blankets, shrink wrap, banding machines and industrial shelving</li> <li>- Storage lockers for personal effects</li> <li>- Welding equipment</li> <li>- Pallet jacks</li> <li>- Platform trucks and hand trucks</li> </ul> </li> </ul> <p><b>Competitors:</b></p> <ul style="list-style-type: none"> <li>- Gregg</li> </ul> <p><b>Other:</b></p> <ul style="list-style-type: none"> <li>- Marks allowed on catalogue</li> <li>- Some cross-over to Rona’s category</li> </ul>
Aggreko	<p><b>Category:</b></p> <ul style="list-style-type: none"> <li>- Temporary energy generation and delivery systems, temperature control systems, and related maintenance and repair services.</li> </ul> <p><b>Competitors:</b></p> <ul style="list-style-type: none"> <li>- Caterpillar</li> <li>- Power to Go</li> <li>- GE Power</li> </ul> <p><b>Other:</b></p> <ul style="list-style-type: none"> <li>- n/a</li> </ul>
Alda Pharmaceuticals	<p><b>Category:</b></p> <ul style="list-style-type: none"> <li>- Disinfectant Cleaning Supplies</li> <li>- Hand Sanitizer gels, wipes and sprays</li> </ul>



	<ul style="list-style-type: none"> <li>- Disinfectant liquids and wipes</li> <li>- Disinfectant Cleaner liquids and wipes</li> <li>- Product Category Exclusions: facial tissue wipes</li> </ul>
Air Canada	<p><b>Category:</b></p> <ul style="list-style-type: none"> <li>- Airline</li> <li>- Passenger air transportation services and associated ticketing</li> <li>- Loyalty programs</li> <li>- Redemption / reward programs</li> <li>- No baggage handling</li> <li>- Aeroplan excluded due to VISA</li> </ul> <p><b>Competitors:</b></p> <ul style="list-style-type: none"> <li>- WestJet</li> <li>- Air Transat</li> <li>- Porter Airlines</li> <li>- Zoom</li> <li>- SunWings</li> </ul>
Aquilini Investment Group (AIG)	<p><b>Category:</b></p> <ul style="list-style-type: none"> <li>- Diversified development company             <ul style="list-style-type: none"> <li>- GM Place</li> <li>- Vancouver Canucks</li> <li>- Cranberry Farms</li> <li>- Golf Courses</li> <li>- Building development</li> </ul> </li> </ul> <p><b>Competitors:</b></p> <ul style="list-style-type: none"> <li>- Millenium (must specify its connection to the Athletes Village)</li> </ul>
Atos Origin	<p><b>Category:</b></p> <ul style="list-style-type: none"> <li>- Information Technology Solutions and Services</li> <li>- Solutions to business problems involving the design and the building of a computer based system, consisting of hardware and software</li> </ul> <p><b>Competitors:</b></p> <ul style="list-style-type: none"> <li>- Accenture</li> <li>- IBM</li> <li>- HP</li> <li>- EDS</li> <li>- Fujitsu</li> <li>- Siemens</li> <li>- Cap Gemin</li> </ul>
BCLC	<p><b>Category:</b></p> <ul style="list-style-type: none"> <li>- Lotteries and Gaming</li> <li>- Excludes gambling, odds making to sport, Sports Action, online gaming, betting</li> <li>- Sports Funder can be associated</li> </ul> <p><b>Associated Brands:</b></p> <ul style="list-style-type: none"> <li>- 649</li> <li>- Super 7</li> <li>- Keno</li> <li>- Sports Funder</li> </ul> <p><b>Competitors:</b></p> <ul style="list-style-type: none"> <li>- Bowmans</li> <li>- Party Gaming</li> <li>- Poker Stars</li> </ul>
BC Hydro	<p><b>Category:</b> (a) electrical power utility and (b) electricity conservation services provider.</p> <p><u>Exclusions:</u> Specifically excluded from the scope of this Product Category are the product and service categories already sold to TOP Partners and Vancouver 2010 sponsors, including but not limited to:</p> <ol style="list-style-type: none"> <li>1. <u>Energy Power Generation Systems:</u></li> </ol>



	<ul style="list-style-type: none"> <li>- commercial, industrial and residential power generation systems, including systems that generate power through the use of gas, oil, wind, solar and nuclear;</li> <li>- energy management and delivery systems (e.g., devices and systems controlling power delivery and flow control metering);</li> <li>- fuel cells;</li> <li>- air quality systems (e.g., ventilation and air purifying equipment and systems used in commercial and industrial settings);</li> <li>- temporary energy generation and delivery systems and temperature control systems;</li> <li>- maintenance and repair services for the items described in subparagraphs (a) through (e) above; and</li> <li>- Temporary power services, uninterrupted power supply, back-up power supply, sustainable/renewable energy supply equipment and portable generators.</li> </ul> <p>2. <u>Energy Distribution Systems</u> – energy distribution equipment and transmission equipment and systems, including substations, breakers, power transformers, capacitors, relay applications, motor control centers and switchgear.</p> <p>3. <u>Water Utility Services</u> - treatment, supply and distribution of water via public pipelines.</p> <p>4. Refined petroleum products, lubricants and petrochemical products.</p> <p>5. Natural gas, crude oil and oil exploration.</p> <p><b>Competitors:</b></p> <ul style="list-style-type: none"> <li>- N/A</li> </ul> <p><b>Other:</b></p> <ul style="list-style-type: none"> <li>- Can activate against Powersmart brand</li> <li>- Marketing focus is on energy conservation messaging related to Team Powersmart</li> </ul>
Bell	<p><b>Category:</b></p> <ul style="list-style-type: none"> <li>- Telecommunications Partner</li> <li>- “Fixed Telecommunications Products” (wired and satellite voice, data, internet and video services and telecommunications network based applications including: <ul style="list-style-type: none"> <li>- High speed internet access</li> <li>- Cable and satellite television distribution services (ExpressVu)</li> <li>- Video and audio conferencing solutions and electronics</li> <li>- Local and long distance calling services</li> <li>- Call centres, telephone directory services</li> <li>- Prepaid phone cards denominated in minutes</li> <li>- 911 and emergency telecom services</li> <li>- VANOC website hosting and production services, including in connection with Games results</li> </ul> </li> <li>- “Mobile Telecommunications Products” (wireless voice, including “push to talk” and “10-4” service, data, internet and program audio and video services and network based applications over private and/or public networks with analogue and digital networks including: <ul style="list-style-type: none"> <li>- Analog and digital cellular mobile telecommunication services and other future systems of mobile telecommunication services</li> <li>- Wireless data services (based on public mobile telecommunication network, excluding equipment)</li> <li>- Wireless paging services</li> </ul> </li> <li>- Service, not product</li> <li>- HDTV crosses over to Panasonic, with some provisions to allow</li> <li>- Does not include mobile broadcast rights</li> </ul> <p><b>Associated Brands:</b></p> <ul style="list-style-type: none"> <li>- Bell</li> <li>- BCE</li> <li>- Bell Mobility</li> <li>- Solo</li> <li>- Bell ExpressVu</li> <li>- Aliant</li> <li>- Telebec</li> <li>- Group Telecom</li> </ul> <p><b>Competitors:</b></p>

	<ul style="list-style-type: none"> <li>- Telus</li> <li>- Rogers,</li> <li>- Fido</li> <li>- Koo-do</li> <li>- Shaw</li> </ul>
Birks	<p><b>Category:</b></p> <ul style="list-style-type: none"> <li>- Jewellery</li> <li>- Retail jewellery products, including precious metals, stones and other materials including rings, chains, necklaces, bracelets, bangles, earrings, signet rings, cuff links and brooches.</li> <li>- Hbc can market jewellery \$150 or less</li> <li>- Excludes watches (Omega)</li> </ul> <p><b>Competitors:</b></p> <ul style="list-style-type: none"> <li>- Vancouver: Cartier, Palladio, Siba, MonteCristo, Ann Louise, Lugaro, Tiffany's, La Swiss, Spence Jewellers</li> <li>- Edmonton: Swedish,</li> <li>- Calgary: Calgary Jewellers, J Vair Anderson, Spence Jewellers,</li> <li>- Toronto: Royal De Versailles, Humbertown, Tiffany's, La Swiss, Spence Jewellers</li> <li>- Ottawa: Jubilee</li> <li>- Montreal: Chateau D'Ivoire, Orly, Galazzo, Tiffany's, La Swiss</li> <li>- Others: Peoples', Ben Moss jewellers</li> </ul>
Bombardier	<p><b>Category:</b></p> <ul style="list-style-type: none"> <li>- Design, manufacture and sale of commercial and business aircraft and total passenger systems vehicles</li> <li>- Can show an aircraft, but not passenger movement associated with that aircraft</li> </ul> <p><b>Competitors:</b></p> <ul style="list-style-type: none"> <li>- SNC Lavalin</li> </ul> <p><b>Other:</b></p> <ul style="list-style-type: none"> <li>- Implications to Air Canada and CP Rail Categories</li> </ul>
Britco Structures	<p><b>Category:</b></p> <ul style="list-style-type: none"> <li>- Modular structures products and services (<b>non-exclusive</b>)</li> <li>- Involved in designing and building accommodations for the Whistler Athlete's Centre a significant component of the Whistler Olympic and Paralympic Village</li> </ul> <p><b>Competitors:</b></p> <ul style="list-style-type: none"> <li>- N/A</li> </ul> <p><b>Other:</b></p> <ul style="list-style-type: none"> <li>- Involved in VANOC social housing project</li> </ul>
Canada Post	<p><b>Category:</b></p> <ul style="list-style-type: none"> <li>- Host Country Postage Stamp Supplier</li> <li>- Collection and delivery of mail on a non-receipted basis</li> <li>- Express Post excluded</li> <li>- Licensed stamp program, souvenir stamp sheets,</li> <li>- Cancellation dies, hand stamps and franking machines ie. postmarks</li> <li>- Collector stamp albums, and merchandise associated with stamps</li> <li>- Licensed Stationery</li> <li>- <u>Collection Canada</u> (annual publication of the years collectable postage stamps)</li> </ul> <p><b>Other:</b></p> <ul style="list-style-type: none"> <li>- Licensee</li> <li>- Games time retailer – IOC requirement to have post offices in-venue at Main Media Center and Athletes Villages sharing space with Purolator.</li> <li>- Purolator is a subsidiary company of Canada Post but acts alone</li> </ul>
Canwest	<p><b>Category:</b></p> <ul style="list-style-type: none"> <li>- Regional newspaper publisher</li> <li>- No marketing against the National Post</li> <li>- Print only – no Global</li> </ul> <p><b>Associated Brands:</b></p>



	<ul style="list-style-type: none"> <li>- Saskatoon Star</li> <li>- Regina Leader Post</li> <li>- Windsor Star</li> <li>- Gazette Montreal</li> <li>- Edmonton Journal</li> <li>- Calgary Herald</li> <li>- Victoria Times Colonist</li> <li>- Ottawa Citizen</li> <li>- Vancouver Sun</li> <li>- Vancouver Province</li> </ul> <p><b>Other:</b></p> <ul style="list-style-type: none"> <li>- Official Supplements – marks can be used, and must sell all ad space to sponsor family               <ul style="list-style-type: none"> <li>- 3 in 2008, 4 in 2009, Unlimited in 2010</li> </ul> </li> <li>- Unofficial Supplements must be editorial in nature, and cannot use official marks</li> </ul>
Coke	<p><b>Category:</b></p> <ul style="list-style-type: none"> <li>- All non-alcoholic beverages (including coffee and tea)</li> <li>- All beverage bases and flavour additives, whether in the form of syrups, powders, crystals, concentrates or otherwise from which such products may be prepared</li> </ul> <p><b>Associated Brands:</b></p> <ul style="list-style-type: none"> <li>- Coca-Cola, Coke Zero, Diet Coke</li> <li>- Powerade</li> <li>- Glaceau Vitamin Water</li> <li>- Sprite and Diet Sprite</li> <li>- Minute Maid Juices</li> <li>- Dasani</li> <li>- Far Coast coffee, teas</li> </ul> <p><b>Competitors:</b></p> <ul style="list-style-type: none"> <li>- Pepsi</li> <li>- 7-Up</li> <li>- Gatorade</li> <li>- Evian</li> <li>- Tropicana</li> <li>- Cadbury Schweppes</li> <li>- Arizona Tea</li> <li>- A&amp;W Rootbeer</li> <li>- Lasonde</li> <li>- Nestle Waters</li> <li>- Red Bull</li> <li>- Starbucks</li> <li>- Blenz Coffee</li> <li>- Danone (Naya)</li> </ul> <p><b>Other:</b></p> <ul style="list-style-type: none"> <li>- Co-presenting sponsor of Olympic Torch Relay</li> <li>- If products are not available, beverages should be served out of unbranded jugs.</li> <li>- Tea bags and hot chocolate should be unbranded or displayed in a subtle manner (in a basket rather than a branded display) if the brand name appears.</li> </ul>
COLD FX	<p><b>Category:</b></p> <ul style="list-style-type: none"> <li>- Over the counter cold and flu remedies</li> </ul> <p><b>Other Associated Brands:</b></p> <ul style="list-style-type: none"> <li>- N/A</li> </ul> <p><b>Competitors:</b></p> <ul style="list-style-type: none"> <li>- All Cold and Flu products</li> </ul>
Concord Pacific	<p><b>Category:</b></p> <p>The real estate development product/service category is comprised of ownership and development of</p>

	condominium, commercial and mixed use properties (but excluding retail, shopping centre and office properties and excluding hotels and mixed use properties with a hotel component) as well as ownership of land for future development. In addition to the foregoing exclusions, the product/service category will also exclude the ownership and/or operation of any restaurant or grocery wholesale or retail undertaking.
CP Rail	<p><b>Category:</b></p> <ul style="list-style-type: none"> <li>- Rail service – freight</li> <li>- Transport of goods by rail, truck and land-based container</li> <li>- Logistics management services related thereto</li> </ul> <p><b>Competitors:</b></p> <ul style="list-style-type: none"> <li>- Consider Via and Rocky Mountain as competitive, but they are not freight services</li> </ul>
Deloitte	<p><b>Category:</b></p> <ul style="list-style-type: none"> <li>- Professional services including financial, accounting, strategy, operations and human resources consulting.</li> </ul> <p><b>Competitors:</b></p> <ul style="list-style-type: none"> <li>- PWC</li> <li>- Ernst &amp; Young</li> </ul> <p><b>Other:</b></p> <ul style="list-style-type: none"> <li>- Specifically excluded is external audit and IT consulting</li> </ul>
Dow	<p><b>Category:</b></p> <ul style="list-style-type: none"> <li>- Heat transfer fluids and insulation</li> </ul> <p><b>Competitors:</b></p> <ul style="list-style-type: none"> <li>- Solutia</li> <li>- Huntsman</li> <li>- Recochemen</li> <li>- Interstate Chemical</li> <li>- Houghton Chemical</li> <li>- Vitro</li> <li>- Tetra</li> <li>- Owens Coming</li> <li>- Plastifab</li> <li>- Roxul</li> <li>- Johns Manville</li> <li>- Atlas</li> <li>- IKO</li> <li>- Dupont (Tyvek and Typar)</li> <li>- Firestone</li> <li>- Masonville Plastics</li> </ul> <p><b>Other:</b></p> <ul style="list-style-type: none"> <li>- N/A</li> </ul>
Epcor	<p><b>Category:</b></p> <ul style="list-style-type: none"> <li>- Water Utility</li> <li>- Category carved out of GE's</li> </ul>
Garret Metal Detectors	<p><b>Category:</b></p> <ul style="list-style-type: none"> <li>-metal detectors used for security purposes, including walkthrough metal detectors, handheld detectors and metal detectors in the form of pocket item containers</li> </ul>
GE	<p><b>Categories:</b></p> <ul style="list-style-type: none"> <li>- Select product or services from</li> <li>- GE energy</li> <li>- GE healthcare</li> <li>- GE infrastructure</li> <li>- GE consumer and industrial</li> <li>- GE advanced materials</li> <li>- GE equipment services</li> </ul>

	<ul style="list-style-type: none"> <li>- NBC Universal, a division of GE, is the exclusive US media partner of the Games</li> <li>- Energy power generation systems</li> <li>- Energy distribution systems</li> <li>- Home appliances and “white goods”</li> <li>- Security equipment and systems and security services</li> <li>- Water treatment facilities and services</li> <li>- Plastics and Silicones</li> <li>- Rail transportation systems equipment</li> <li>- Aircraft engines</li> <li>- Quartz</li> <li>- Portable structures (mobile and modular)</li> <li>- Equipment and transportation management systems</li> <li>- MRI and ultrasound equipment</li> </ul> <p><b>Competitors:</b></p> <ul style="list-style-type: none"> <li>- ABB</li> <li>- Philips</li> <li>- Honeywell International</li> <li>- Siemens AG</li> <li>- Hitachi Ltd</li> </ul>
General Mills	<p><b>Category:</b></p> <ul style="list-style-type: none"> <li>- Cereal, granola bars, snacks and packaged fruit snacks</li> </ul> <p><b>Associated Brands:</b></p> <p><b>Cereal</b></p> <ul style="list-style-type: none"> <li>- Cheerios</li> <li>- Fiber One</li> <li>- Oatmeal Crisp</li> <li>- Nature Valley</li> <li>- Count Chocula</li> <li>- Lucky Charms</li> <li>- Golden Grahams</li> <li>- Nestle Quick</li> <li>- Cinnamon Toast Crunch</li> <li>- Reese’s Puffs</li> </ul> <p><b>Granola Bars</b></p> <ul style="list-style-type: none"> <li>- Hard Granola Bars</li> <li>- Trail Mix Bars</li> <li>- Nature Valley Sweet &amp; Salty</li> <li>- Nature Valley Fibre Source</li> <li>- Fiber One Chewy Bars</li> <li>- Café Delights Coffee Bars</li> </ul> <p><b>Snacks</b></p> <ul style="list-style-type: none"> <li>- Bugles</li> <li>- Pop Secret popcorn</li> <li>- Snack Mix</li> </ul> <p><b>Packaged Fruit Snacks</b></p> <ul style="list-style-type: none"> <li>- Fruit Roll-Ups</li> <li>- Fruit by the Foot</li> <li>- Fruit Gushers</li> </ul> <p><b>Competitors:</b></p> <ul style="list-style-type: none"> <li>- Kellogg’s</li> </ul> <p><b>Other:</b></p> <ul style="list-style-type: none"> <li>- Aspiring Olympians Program</li> <li>- Added category: Potatoes</li> <li>- Added brand: Fibre One cereal</li> </ul>



Globe and Mail	<p><b>Category:</b></p> <ul style="list-style-type: none"> <li>- Official National Newspaper</li> <li>- Official Print Media Supplier</li> <li>- National Rights</li> </ul> <p><b>Competitor:</b></p> <ul style="list-style-type: none"> <li>- National Post</li> <li>- Canwest Publishing Inc</li> </ul> <p><b>Other:</b></p> <ul style="list-style-type: none"> <li>- Official Supplements – marks can be used, and must sell all ad space to sponsor family             <ul style="list-style-type: none"> <li>- 3 in 2008</li> <li>- 4 in 2009</li> <li>- Unlimited in 2010</li> </ul> </li> <li>- Unofficial Supplements must be editorial in nature, and cannot use official marks</li> </ul>
GM	<p><b>Category:</b></p> <ul style="list-style-type: none"> <li>- Vehicle Provider</li> <li>- Includes new and used, domestic and foreign vehicles including as well light commercial vehicles and limousines</li> <li>- Vehicle parts other than tires</li> <li>- Repair and maintenance services</li> <li>- Alternative fuel vehicles (no marketing rights to alternative fuel mechanism)</li> <li>- Vehicle finance and leasing (co-exclusivity with national banking partner)</li> <li>- Factory installed GPS technology</li> <li>- No motorbikes</li> </ul> <p><b>Associated Brands:</b></p> <ul style="list-style-type: none"> <li>- Pontiac</li> <li>- Chevrolet</li> <li>- GMC</li> <li>- Buick</li> <li>- Saturn</li> <li>- Solaris</li> <li>- Hummer</li> <li>- Cadillac</li> </ul> <p><b>Competitors:</b></p> <ul style="list-style-type: none"> <li>- All other companies in the automotive industry including but not limited to Mitsubishi, Ford, Mazda, Suzuki, Honda, Jeep, etc)</li> <li>- All other companies in the automotive repair and maintenance services including but not limited to NAPA, CarQuest, Uni Select, Autosense Canadian Tire Good Year Fountain Tire, Green and Ross, Midas, Jiffy Lube</li> </ul> <p><b>Other:</b></p> <ul style="list-style-type: none"> <li>- GM Making Dreams Possible</li> <li>- Key to the Games</li> </ul>
Haworth	<p><b>Category:</b></p> <ul style="list-style-type: none"> <li>- Office Furniture</li> <li>- Providing modular furniture and architectural interiors</li> </ul> <p><b>Associated Brands:</b></p> <ul style="list-style-type: none"> <li>- Hundreds of brand names within portfolio</li> </ul> <p><b>Competitors:</b></p> <p>Any other Office Furniture distributor or manufacturer</p> <p><b>Other:</b></p> <p>Major dealer is Brooks Corning (but they do not have marketing rights )</p>
Hain Celestial	<p><b>Category:</b></p> <ul style="list-style-type: none"> <li>- Natural and organic packaged grocery products</li> <li>- Salty snacks including potato and tortilla chips, pretzels etc</li> <li>- Packaged hot soups not sold as drinks</li> </ul>

	<ul style="list-style-type: none"> <li>- Meat alternatives, soy vegetable protein based wieners, bacon (not veggie burgers which is McDonald's)</li> <li>- Nut butters</li> <li>- Oils, vinegars, mayonnaise and salad dressing (mustard and ketchup not included)</li> <li>- Packaged vegetarian side dishes ie. Pilaffs, risottos and cous cous</li> <li>- Packaged non-dairy frozen desserts inc soy and rice milk-based but excluding soy milk</li> <li>- Baby food and diapers (not baby wipes)</li> <li>- Cosmetic lip tints and gloss, non exclusive</li> <li>- Can't promote food service provider to promote a brand</li> <li>- Can't promote "quick and easy" preparation of food, or eating out, or meal replacement</li> <li>- Contractually permitted to use the term "healthy way of life" approved through the IOC</li> </ul> <p><b>Associated Brands:</b></p> <ul style="list-style-type: none"> <li>- Yves</li> <li>- Terra</li> <li>- Garden of Eatin</li> <li>- Imagine</li> <li>- Healthy Valley</li> <li>- Maranatha</li> <li>- Spectrum</li> <li>- Casbah</li> <li>- Rice Dream</li> <li>- Soy Dream</li> <li>- Earth's Best</li> <li>- Jason Alba</li> </ul> <p><b>Competitors:</b></p> <ul style="list-style-type: none"> <li>- Yves Veggie Cuisine - It's all Good, Veggie Patch, LightLife, Boca, Sneider's, Tofurky</li> <li>- Earth's Best - Heinz, Gerber, Beechnut, My Organic Baby</li> <li>- Earth's Best Diapers - Pampers, Huggies, 7th Generation, Moltex</li> <li>- Casbah - Zinda, Tadam, Near East,</li> <li>- MaraNatha - Kraft Peanut Butter, Nuts to You</li> <li>- Imagine Soups -Knorr, Campbells, Pacific, Wolfgang Puck</li> <li>- Terra - Lays, Doritos, Kettle, Humpty Dumpty, Pirate's Booty, Miss Vicky's, Neal Bros, Krispy Kernals</li> <li>- Garden of Eatin' - Tostitos, Neal Brothers, Mexicasa,</li> <li>- Alba Lip Gloss - Burt's Bee's, Kiss My Face,</li> </ul> <p><b>Other:</b></p> <ul style="list-style-type: none"> <li>- Service provider to MMC, Athletes Village general store, master caterer and Concessions</li> </ul>
Hbc	<p><b>Category:</b></p> <ul style="list-style-type: none"> <li>- Outfitter for the Canadian Olympic and Paralympic Teams and the 2010 Winter Games Volunteers</li> <li>- General merchandise department store operator and Hbc's principal service is the operation of general merchandise department stores</li> <li>- Official supplier of the Canadian Olympic Team clothing and luggage packages</li> <li>- Official supplier of the 2010 Olympic and Paralympic Games volunteer uniforms</li> <li>- Exclusive license on Olympic team branded anything – not pins</li> </ul> <p><b>Associated Brands:</b></p> <ul style="list-style-type: none"> <li>- Hbc</li> <li>- Zellers</li> <li>- Home Outfitters</li> <li>- Designer Depot</li> <li>- Fields</li> </ul> <p><b>Competitors:</b></p> <ul style="list-style-type: none"> <li>- Walmart</li> <li>- Sears</li> <li>- Loblaws</li> <li>- Roots</li> </ul>
ICBC	<p><b>Category:</b></p>



	<ul style="list-style-type: none"> <li>- Motor vehicle insurance</li> <li>- Insurance products expressly used for motor vehicles and motor vehicle related claims</li> </ul> <p><b>Competitors:</b></p> <ul style="list-style-type: none"> <li>- Independent Insurance providers</li> </ul> <p><b>Other:</b></p> <ul style="list-style-type: none"> <li>- Official Supporter of the Vancouver 2010 Home Stay Program</li> <li>- 2010 Winter Games Plate Program</li> </ul>
Jetset	<p><b>Category:</b></p> <ul style="list-style-type: none"> <li>- Hospitality Packages and Services</li> <li>- Hospitality packages, programs and services</li> <li>- Hospitality manage services</li> <li>- Olympic ticket packages</li> </ul> <p><b>Competitors:</b></p> <ul style="list-style-type: none"> <li>- Sportsmark</li> <li>- iLuka</li> <li>- Carlson Marketing</li> <li>- Sportsworld</li> <li>- SME Assoc.</li> <li>- Cartan Tours</li> </ul> <p><b>Other:</b></p> <ul style="list-style-type: none"> <li>- N/A</li> </ul>
Karl's Global Events	<p><b>Category:</b></p> <ul style="list-style-type: none"> <li>- Supply, distribution &amp; management of frame tents and pole tents</li> <li>- Exclusions: portable and/or modular building structures, trailers/storage containers, seating/scaffolding, fencing, flagpoles, construction services and materials, engineering services, logistical or freight forwarding services of any kind, lighting and lighting systems, temporary energy generation and delivery systems, temperature control systems and related maintenance and repair services.</li> </ul>
La Presse	<p><b>Category:</b></p> <ul style="list-style-type: none"> <li>• Editorially-focused newspapers published exclusively in the French language; and</li> <li>• Editorially-focused news website in the French language.</li> </ul> <p><b>Exclusions:</b></p> <ol style="list-style-type: none"> <li>a. Regionally marketed and editorially-focused newspapers written in the English language;</li> <li>b. Any website that is directly associated with a regionally marketed and editorially-focused newspaper written in the English language;</li> <li>c. Nationally marketed and editorially-focused newspapers;</li> <li>d. Any website that is directly associated with a nationally marketed and editorially-focused newspaper;</li> </ol>
McDonald's	<p><b>Category:</b></p> <ul style="list-style-type: none"> <li>- Retail Food Services</li> <li>- Retail food service operations (restaurants and catering)</li> <li>- All ready to eat and frozen food products that compete with McDonald's menu items</li> </ul> <p><b>Competitors:</b></p> <ul style="list-style-type: none"> <li>- Wendy's</li> <li>- A&amp;W</li> <li>- Burger King</li> <li>- Subway</li> <li>- Tim Hortons</li> </ul> <p><b>Other:</b></p> <ul style="list-style-type: none"> <li>- As per IOC communications guidelines for food sponsors from Beijing: <ul style="list-style-type: none"> <li>- The phrase "Feeding the Athletes" (and any variation of that message) belongs EXCLUSIVELY to McDonald's and cannot be used in any manner whatsoever any other company. Any similar terminology or reference or statement is also prohibited.</li> <li>- McDonald's is the "Official Restaurant" of the Olympic Games and is the only Partner able to use</li> </ul> </li> </ul>



	<p>this designation.</p> <ul style="list-style-type: none"> <li>- McDonald's has rights to the phrase "quick and easy" and any derivative of this phrase. Others may not communicate that their product(s) is "quick and easy" in preparation or consumption.</li> <li>- Other Partners and suppliers cannot communicate their product(s) as an alternative to fast food or make claims to at home preparation of products as an alternative to eating out.</li> <li>- Other Partners and suppliers cannot makes any claims in connection with "Feeding the Athletes", "Meals and Games", "Family Eating Experience" or "Healthy Active Lifestyle(s)".</li> </ul> <p><b>McDonald's On-site Rights: Products</b></p> <ul style="list-style-type: none"> <li>- Concessionaire(s) cannot serve hamburgers, chicken nuggets, chicken burgers or french fries – these items are solely served by McDonald's. Any food similar to the above (ex: potato wedges), must be reviewed and approved by the IOC.</li> <li>- No caterer and/or restaurant branded products and condiments may be served or serving instruments (napkins, trays, knives, forks, etc.) made available in any and al competition and non-competition venues</li> <li>- No brand visibility on-site for food items competitive to PRODUCTS (all ready to eat and frozen products served by McDonald's in its Retail Food Service Operations and frozen food products competitively marketed to PRODUCTS). This includes sandwiches.</li> <li>- Other items that must be served in unbranded packaging include: chicken, breakfast sandwiches, tacos, gyros, pizza and hotdogs.</li> <li>- Caterers cannot supply or serve branded food products of any restaurant (other than PARTNER) or food products supplied by any restaurant (other than PARTNER).</li> </ul>
Molson Coors	<p><b>Category:</b></p> <ul style="list-style-type: none"> <li>- Beer supplier</li> </ul> <p><b>Associated Brands:</b></p> <ul style="list-style-type: none"> <li>- Molson Canadian</li> <li>- Coors Light</li> <li>- Rickards</li> <li>- Corona</li> <li>- Heineken</li> </ul> <p><b>Competitors:</b></p> <ul style="list-style-type: none"> <li>- Anheuser Busch</li> <li>- All Breweries</li> </ul> <p><b>Other:</b></p> <ul style="list-style-type: none"> <li>- The company is called Molson Coors as of 2009</li> </ul>
Millenium	<p><b>Category:</b></p> <ul style="list-style-type: none"> <li>- Development of the Millennium Water project that will be used as the Vancouver Athlete's Village during the 2010 Winter Games.</li> </ul>
Avaya	<p><b>Category:</b></p> <ul style="list-style-type: none"> <li>- Converged Network Equipment</li> <li>- LAN equipment</li> <li>- LAN based intrusion detection systems</li> <li>- LAN based firewall systems</li> <li>- LAN admission technology</li> <li>- LAN based VPN equipment and related client and server hardware and software</li> <li>- WiFi infrastructure excluding end user reception devices; Vendor Developed Management solutions</li> <li>- Professional services to engineer and deploy the above</li> </ul> <p><b>Competitors:</b></p> <ul style="list-style-type: none"> <li>- Cisco</li> <li>- Alcatel-Lucent</li> <li>- Nokia Siemens Networks</li> <li>- Ericsson</li> </ul> <p><b>Other:</b></p> <ul style="list-style-type: none"> <li>- Nortel was purchased by Avaya in December 2009.</li> </ul>
Omega	<p><b>Category</b></p>

	<ul style="list-style-type: none"> <li>- Timing, Scoring and Venue Result Services</li> <li>- Electronic timing, scoring and scoreboard systems and services</li> <li>- In-venue results systems and services</li> <li>- Timepieces (watches, clocks and countdown clocks) and timing systems</li> <li>- Does not include pedometers</li> <li>- Countdown clocks classified as more than just days (hours, minutes and seconds)</li> </ul> <p><b>Associated Brands</b></p> <ul style="list-style-type: none"> <li>- SWATCH</li> <li>- Swiss Timing a division of them</li> </ul> <p><b>Competitors:</b></p> <ul style="list-style-type: none"> <li>- Rolex</li> <li>- TAG Heur</li> <li>- Cartier</li> <li>- IWC</li> <li>- Audemars Piquet</li> </ul>
Nike	<p><b>Category:</b></p> <ul style="list-style-type: none"> <li>- 2010 Authentic Jerseys and 2010 Replica Jerseys, Team Canada hockey jerseys;</li> <li>- Athletic footwear;</li> <li>- "Performance Apparel" which shall mean apparel items or headwear that have unique construction (i.e. compression/tight gear) and/or fabrications (i.e. moisture-wicking) that assist the wearer during exercise and general athletic tasks in all types of weather and apparel that is marketed as consisting of such construction, fabrications and/or special characteristics through hangtags, jock tags, or other labels on the product; and</li> <li>- Sporting equipment.</li> </ul> <p><b>Exclusions:</b></p> <ul style="list-style-type: none"> <li>- Specifically excluded from the scope of this product Category are the product and service categories already sold to IOC TOP Partners or to VANOC 2010 sponsors, including but not limited to the following:</li> <li>- Apparel of any kind other than 2010 Authentic Jerseys, 2010 Replica Jerseys, athletic footwear and Performance Apparel;</li> <li>- Timepieces (in particular watches) and timing equipment; and</li> <li>- Operation of a general merchandise retail outlet.</li> </ul>
Offsetters	<p><b>Category:</b></p> <ul style="list-style-type: none"> <li>- Carbon Offsets</li> <li>- Identification and funding of environmental sustainable projects that prevent greenhouse gases from being emitted into the atmosphere or that facilitate the reduction thereof.</li> </ul> <p><u>Exclusions:</u></p> <ul style="list-style-type: none"> <li>• Energy power generation systems for all purposes (e.g. commercial, industrial, residential, temporary, etc.) and using all sources of power (oil, wind, solar, nuclear, fuel cells, etc.) and maintenance and repair services for such systems:</li> <li>• Electricity conservation services.</li> </ul>
Panasonic	<p><b>Category:</b></p> <ul style="list-style-type: none"> <li>- Audio, TV, Video Equipment, Speakers, Projectors, CD/DVD/MP3 players</li> <li>- Visual equipment – hardware (receive, record, replay, edit and transmit)</li> <li>- TV receivers and monitors, including large indoor and outdoor screens and HDTV equipment</li> <li>- Audio-visual security equipment, including security cameras and CCTV equipment</li> <li>- Audio Equipment – hardware (receive, record, replay, edit and transmit)</li> <li>- Recording media relating to the recording of audio and moving images (excluding motion picture film supplies, digital document/image storage media relating to copiers, scanners etc. and computer micro-chips)</li> <li>- Electronic automobile navigation system equipment</li> <li>- Non-exclusive – still image cameras and ancillary equipment for still image cameras</li> </ul> <p><b>Competitors:</b></p>

	<ul style="list-style-type: none"> <li>- Sony</li> <li>- Samsung</li> <li>- Sharp</li> <li>- Philips</li> <li>- Barco</li> <li>- BOSE</li> <li>- Canon</li> <li>- Toshiba</li> <li>- Hitachi</li> <li>- LG</li> <li>- Darktronics</li> <li>- Mitsubishi</li> <li>- Haier</li> <li>- Christie</li> <li>- Epson</li> <li>- NEC</li> <li>- Pioneer</li> <li>- Ikegami</li> <li>- Thompson</li> <li>- Pelco</li> <li>- Axis</li> <li>- Genetec</li> </ul>
Petro Canada	<p><b>Category:</b></p> <ul style="list-style-type: none"> <li>- Fuel, Oil and Gas</li> <li>- Lubricants</li> <li>- Oil change and lubrication services (may be co-exclusive, with GM)</li> <li>- Power steering fluid</li> <li>- Refining or petroleum products</li> <li>- Transmission fluids</li> <li>- Official fuel supplier for the OTR</li> <li>- Official oil and gas partner of Vancouver 2010</li> <li>- Commitment is valued at \$35.5 million in products, services and marketing support to be used by VANOC, \$18 in cash and \$9 in athlete support programs</li> </ul> <p><b>Competitors:</b></p> <ul style="list-style-type: none"> <li>- Esso, Husky, Shell, Chevron</li> </ul> <p><b>Other:</b></p> <ul style="list-style-type: none"> <li>- Can do gift cards if done in a domination by litres</li> <li>- Glassware: co-exclusive with Coke for retail promotions only at their convenience store</li> <li>- PC' Canadian Athlete Family Program – major Games time activation</li> </ul>
Port Metro	<p><b>Category:</b></p> <ul style="list-style-type: none"> <li>- Official Port supplier including Canada Place Cruise Ship Terminal, Ship Berths and terminal areas as outline in agreement, waterfront lands for use of parking, staging, broadcasting or screening</li> </ul> <p><b>Other:</b></p> <ul style="list-style-type: none"> <li>- Security screening and Main Media Centre on location</li> <li>- Richmond lands as specified</li> <li>- Bulkhead parking</li> <li>- Ballantyne Cruise Ship Terminal</li> </ul>
Purolator	<p><b>Category:</b></p> <ul style="list-style-type: none"> <li>- Courier</li> <li>- Overnight</li> <li>- Not day-to-day, postal</li> </ul> <p><b>Competitor:</b></p> <ul style="list-style-type: none"> <li>- Fed-Ex</li> </ul> <p><b>Other:</b></p>



	<ul style="list-style-type: none"> <li>- Some implications with Canada Post category</li> </ul>
RBC	<p><b>Category:</b></p> <ul style="list-style-type: none"> <li>- Investment banking</li> <li>- Retail banking</li> <li>- Insurance (including auto outside of BC)</li> <li>- No rights have been granted to RBC with respect to any products or services of VISA or John Hancock</li> </ul> <p><b>Competitors:</b></p> <ul style="list-style-type: none"> <li>- TD Bank</li> <li>- CIBC</li> <li>- National Bank</li> </ul> <p><b>Other:</b></p> <ul style="list-style-type: none"> <li>- Presenting sponsor of Olympic Torch Relay</li> <li>- COC School Program – Presented by RBC</li> <li>- RBC Olympians Program</li> </ul>
Ricoh	<p><b>Category:</b></p> <ul style="list-style-type: none"> <li>- Document Solutions</li> <li>- Copying, duplicating and printing devices/machines and/or document reprographic systems</li> <li>- Printers meaning those printers that are used in the delivery process of a reprographic solution</li> <li>- Facsimile machines</li> <li>- Scanners</li> <li>- Multifunction devices combining two or more of the above functions</li> <li>- Services supplies and media for use with products mentioned above including service, repair, maintenance and software, and ink toner, developer, cartridges and other consumables</li> <li>- Desktop printers</li> </ul> <p><b>Competitors:</b></p> <ul style="list-style-type: none"> <li>- Xerox</li> <li>- Canon</li> <li>- Konica Minolta</li> <li>- HP</li> <li>- Lexmark</li> </ul>
RONA	<p><b>Category:</b></p> <ul style="list-style-type: none"> <li>- Home Improvement Store</li> <li>- The company's business is the operation of retail outlets stocking home improvement products, do it yourself materials and products, supplies related to building, construction, renovation, remodelling and lawn and garden</li> <li>- Olympic marks can appear on certain product packaging (Rona-labelled paint, brush/roller, refill kits, manual tools (packaged) padlocks, knobs, faucets, garden tools and lumber packaged)</li> </ul> <p><b>Competitors:</b></p> <ul style="list-style-type: none"> <li>- Home Depot</li> <li>- Canadian Tire</li> <li>- Home Hardware</li> </ul> <p><b>Other:</b></p> <ul style="list-style-type: none"> <li>- Naming rights for RONA Vancouver 2010 Fabrication Shop</li> <li>- Naming rights for the RONA High Performance Centre at the Whistler Athletes Centre</li> <li>- RONA athlete program (supporting 100 athletes in stores across Canada)</li> </ul>
Royal Canadian Mint	<p><b>Category:</b></p> <ul style="list-style-type: none"> <li>- Mining of Circulation, Precious Metal, Numismatic and Bullion Coins</li> <li>- Exclusive rights to design, produce, promote and sell Games-themed circulation, numismatic and bullion coins</li> <li>- Exclusive manufacturer and supplier of the Official Olympic, Gold, Silver and Bronze medals to be awarded at the Games as well as participant commemorative medals</li> </ul> <p><b>Other:</b></p> <ul style="list-style-type: none"> <li>- Licensee as well</li> </ul>
Samsung	<p><b>Category:</b></p>

	<ul style="list-style-type: none"> <li>- Wireless Communication Equipment</li> <li>- Point-to-point radio-frequency-based paging equipment and controllers</li> <li>- IMT-2000 (International Mobile Telecommunications) systems/networks and terminals</li> <li>- Mobile (analogue and digital) cellular telephone networks and terminals</li> <li>- Personal communication systems/networks and terminals</li> <li>- Two-way radio systems and terminals</li> <li>- Wireless local loop systems/networks and terminals</li> <li>- Digital European cordless telephone/telecommunications (DECT) systems/networks and terminals</li> <li>- Global mobile personal communication service equipment, systems/networks and terminals</li> <li>- Batteries (on a non-exclusive basis only in the USA) which have no use or application other than to power the equipment above</li> <li>- “Accessories” to be used directly and solely with the products described above, including carrying cases, decorative accessories, battery chargers, car phone holders, straps, head sets/ear sets, hands free kits, anti-radiation/anti-electromagnetic shields, stylus touch screen pens and data synchronisation kits</li> <li>- Wireless communication systems (only outside the USA), devices enablers and equipment</li> <li>- Personal digital assistances or PDAs</li> <li>- Handheld computing devices that do not have a built-in, full size keyboard (ex: Pocket PCs)</li> </ul> <p><b>Competitors:</b></p> <ul style="list-style-type: none"> <li>- Nokia</li> <li>- Motorola</li> <li>- Siemens</li> <li>- LG</li> <li>- Sony Ericsson</li> <li>- TCL (of China)</li> <li>- iPhone (potential)</li> </ul>
Saputo	<p><b>Category:</b></p> <ul style="list-style-type: none"> <li>- Packaged dairy milk (non-flavoured) and packaged dairy cream and packaged butter</li> <li>- All varieties of packaged dairy cheese and dairy cheese substitutes</li> <li>- Yogurt designed, packaged and eaten with a spoon</li> </ul> <p><b>Associated Brands:</b></p> <ul style="list-style-type: none"> <li>- Dairyland (milk, cream, sour cream, cottage cheese, butter) and Milk 2 Go</li> <li>- Armstrong, Bari and Cheese Heads (cheese and snack cheese)</li> <li>- Nutrilait (milk and cream Quebec) and Baxter (milk and cream Atlantic)</li> <li>- Dairyland Yogurt sub brands (Classic vanilla, L’il Ones, Shape, Alive, Nature’s Treat)</li> <li>- Fraser Valley (butter) - Crema</li> </ul> <p><b>Competitors:</b></p> <ul style="list-style-type: none"> <li>- Lucerne</li> <li>- Island Farms</li> <li>- Parmalat</li> <li>- Kraft</li> <li>- Danone</li> <li>- Yoplait</li> <li>- Neilson</li> <li>- Arla</li> <li>- Agropur Naturel</li> </ul>
Sleep Country	<p><b>Category:</b></p> <ul style="list-style-type: none"> <li>- Bed frames, Box springs and Mattresses</li> </ul> <p><b>Competitors:</b></p> <ul style="list-style-type: none"> <li>- The Brick</li> <li>- Sears</li> <li>- The Bay</li> <li>- Leons</li> <li>- Costco</li> <li>-</li> </ul>



SNC Lavalin	<p><b>Category:</b></p> <ul style="list-style-type: none"> <li>- Engineering consulting services and construction services</li> </ul> <p><u>Exclusions:</u></p> <ul style="list-style-type: none"> <li>- Construction materials or equipment of any kind;</li> <li>- IT solutions and IT consulting services of all kinds.</li> <li>- Consulting services other than engineering consulting services;             <ul style="list-style-type: none"> <li>• Waste disposal services.</li> </ul> </li> </ul>
Sun Microsystems	<p><b>Category:</b></p> <ul style="list-style-type: none"> <li>- Computer Network Server Supplier</li> <li>- Providing server and storage infrastructure and installation support for critical applications used for the 2010 Winter Games</li> </ul> <p><b>Competitors:</b></p> <ul style="list-style-type: none"> <li>- NextDigital</li> <li>- CA</li> </ul>
Teck	<p><b>Category:</b></p> <ul style="list-style-type: none"> <li>- Mining and Metals</li> <li>- Coal and ferrous and nonferrous ores and metals including gold, silver, copper, zinc and nickel</li> <li>- Exploration for extraction of and refining of such ores and metals</li> </ul> <p><b>Competitors:</b></p> <ul style="list-style-type: none"> <li>- CVRD (Vale)</li> <li>- BHP Biliton</li> <li>- Rio Tinto</li> <li>- Anglo American</li> <li>- Phelps Dodge Ltd.</li> <li>- Xstrata</li> <li>- Barrick Inc.</li> <li>- Newmount</li> <li>- Goldcorp</li> </ul>
Tickets.com	<p><b>Category:</b></p> <ul style="list-style-type: none"> <li>- Ticket services within Canada for the 2010 Winter Games</li> </ul> <p><b>Competitors:</b></p> <ul style="list-style-type: none"> <li>- Ticketmaster</li> </ul>
TransCanada	<p><b>Category:</b></p> <ul style="list-style-type: none"> <li>- Natural Gas Pipeline Operator</li> <li>- Bulk transmission of natural gas by pipeline</li> </ul> <p><b>Competitors:</b></p> <ul style="list-style-type: none"> <li>- Enbridge</li> <li>- TransAlta</li> </ul>
Vincor	<p><b>Category:</b></p> <ul style="list-style-type: none"> <li>- Wine</li> <li>- Red, white, rose and fruit wines, sparkling wines, champagne and dessert wines</li> <li>- Does not include spirits, ciders and coolers</li> </ul> <p><b>Associated Brands:</b></p> <p>Priority Products</p> <ul style="list-style-type: none"> <li>- Jackson-Triggs Esprit Chardonnay, Merlot, Shiraz and Sauvignon Blanc</li> </ul> <p>Other Options:</p> <ul style="list-style-type: none"> <li>- Jackson-Triggs</li> <li>- Inniskillin</li> <li>- Sumac Ridge</li> <li>- Nk'Mip</li> <li>- See Ya Later Ranch</li> </ul> <p><b>Competitors:</b></p> <ul style="list-style-type: none"> <li>- Andres/Peller</li> </ul>



	<ul style="list-style-type: none"> <li>- Mission Hill (Mark Antony)</li> <li>- Lidneman's</li> <li>- Rosemount</li> <li>- E&amp;J Gallo</li> <li>- Two Oceans</li> <li>- Yellowtail</li> <li>- Santa Carolina</li> </ul>
VISA	<p><b>Category:</b></p> <ul style="list-style-type: none"> <li>- Consumer Payment Systems</li> <li>- Payment cards (credit, debit, stored value, vouchers, etc.)</li> <li>- Payment services and payment processing services</li> <li>- Electronic funds transfer, point of sales (EFTPOS) services</li> <li>- Traveler's checks, including electronic travelers' checks</li> <li>- Travel vouchers</li> <li>- Remote bill payment (home banking services are excluded)</li> </ul> <p><b>Competitors:</b></p> <ul style="list-style-type: none"> <li>- MasterCard</li> <li>- AMEX</li> <li>- Diner's card</li> <li>- ANY retailer/restaurant Gift cards</li> </ul> <p><b>Other:</b></p> <ul style="list-style-type: none"> <li>- Visa Olympics of the Imagination (VOI)</li> </ul>
Weston Bakeries	<p><b>Category:</b></p> <ul style="list-style-type: none"> <li>- Bread</li> <li>- Bread products</li> <li>- Baked good traditionally associated with products from a bakery</li> </ul> <p><b>Associated Brands:</b></p> <ul style="list-style-type: none"> <li>- Wonderbread</li> <li>- Country Harvest</li> <li>- Gadoa (French)</li> </ul> <p><b>Competitors:</b></p> <ul style="list-style-type: none"> <li>- Canada Bread</li> </ul> <p><b>Other:</b></p> <ul style="list-style-type: none"> <li>- Can activate against fitness programs such as "Wonder Fresh Fitness Challenge"</li> </ul>
Workopolis	<p><b>Category:</b></p> <ul style="list-style-type: none"> <li>- Online recruitment services</li> <li>- Provide online job vacancy posting and resume database services</li> </ul> <p><b>Competitors:</b></p> <ul style="list-style-type: none"> <li>- Monster.ca</li> <li>- Working.com</li> <li>- Careerbuilder.ca</li> <li>- Jobboom.ca</li> <li>- Vancouverjobshop.ca</li> </ul>
Wrigley	<p><b>Category:</b></p> <ul style="list-style-type: none"> <li>- Confectionary Supplier</li> <li>- Licensed Product Supplier</li> </ul> <p><b>Associated Brands:</b></p> <ul style="list-style-type: none"> <li>- Excel</li> <li>- Extra</li> <li>- Juicy Fruit</li> <li>- 5</li> <li>- Lifesavers</li> <li>- Hubba Bubba</li> <li>- Altoids</li> </ul>



	<ul style="list-style-type: none"><li>- Doublemint</li><li>- Freedent</li><li>- M&amp;Ms</li><li>- Skittles</li><li>- Snickers</li><li>- Twix</li><li>- Bounty</li><li>- Starburst</li><li>- Mars</li><li>- Dove</li></ul> <p><b>Competitors:</b></p> <ul style="list-style-type: none"><li>- All other confectionery suppliers i.e. Hershey, Cadbury, Trident gum</li></ul>
YVR	<p><b>Category:</b></p> <ul style="list-style-type: none"><li>- Airport services, including all operations of an airport</li><li>- Can't market against moving passengers, mail, security or logistics – just the airport overall</li></ul> <p><b>Other:</b></p> <ul style="list-style-type: none"><li>- Also an Olympic venue</li><li>- Olympic Store onsite</li></ul>