



AIMS

Association of International
Marathons and Distance Races

WELCOME to the



PRAGUE, May 10–12, 2012



AIMS

Association of International
Marathons and Distance Races



PROGRESS REPORT

Athens 2010 – Prague 2012

Paco Borao

May 2012



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Association of International Marathons and Distance Races



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Photo: Markos Chousouris

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Photo: Markos Chousouris



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Articles of Association

- 1. Foster and promote distance running throughout the world;**
- 2. Work with the International Association of Athletics Federations on all matters relating to international road races, and;**
- 3. Exchange information, knowledge and expertise among the members of the Association.**



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1.1. www.aimsworldrunning.org



Information online...

For Race Directors & runners

Calendar and directory

Event Manual

Course measurement

AIMS programs agenda

Race results

Special features

And much more...

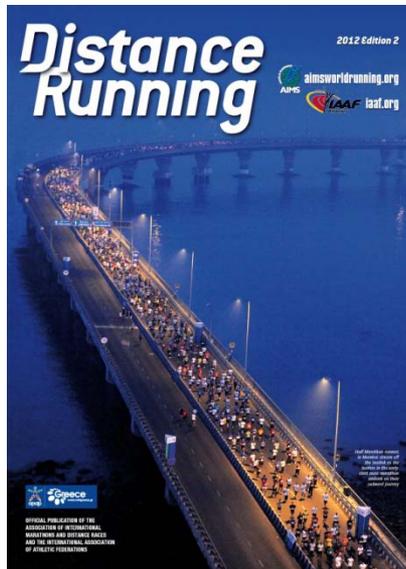
Our permanent contact with the running family...



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1.2. Distance Running



Quarterly edition

- AIMS news
- Editorial Features
- IAAF, IAU & WMRA news
- Results, Statistics
- Calendar
- Race Contact Details
- Marketing
- Promotional
- Sponsors
- Special Publications



www.iaaf.org

www.aimsworldrunning.org





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1.4. Expo booths



London, April 2012

- Marty Wanless, AIMS North American Promotions Manager (CANADA & USA)
- Hugh Jones at Major European AIMS Races: Paris, Berlin, Lisbon,...
- At all AIMS expos: AIMS stand for other AIMS races material distribution



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1.5. AIMS awards

AIMS/ ASICS Athlete of the year



2010

Patrick Makau

Liliya Shorukhova

2011

Geoffrey Mutai

Mary Keitany



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1.6. AIMS races: World records



**11 Feb. 2011: Ras Al Khaimah Half Marathon
Mary Keytani (Kenya): 1:05:50**



**25 Sept. 2011 – BMW Berlin Marathon
Patrick MAKAU (Kenya): 2:03:38**



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1.7. Social Programs



Olympiastadion, Berlin
AIMS Marathon Museum of Running, Berlin



Marathon Flame



Children's Venues



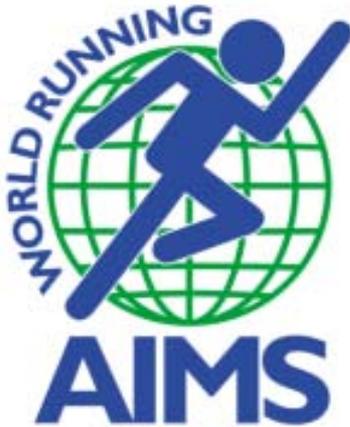


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2.1. AIMS Articles of Association

Article 3: Membership



“... where appropriate, it is sanctioned by its national federation, which itself is a member of the International Association of Athletics Federation.”

“... shall have the course certified by an AIMS/IAAF accredited course measurer.”



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2.2. AIMS - IAAF partnership

AIMS/IAAF

Intl. Measurement Administrators

Bernie Conway: **Americas**

Dave Cundy: **Asia, Oceania**

Jean François Delasalle

& Hugh Jones:

Europe and Africa

AIMS and IAAF share:

Course Measurement policies,

Area Administrators,

Measurers Training Seminars,

Distance Running magazine,

Qualifying Performances criteria,

...



www.iaaf.org www.aimsworldrunning.org





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2.3. Course Measurement



Competition Rules 2011-2012

Rule 240/3/Note(v): A course measurement certificate is valid for five years, after which the course must be re-measured even when there are no obvious changes to it.



The Measurement of Road Race Courses

www.iaaf.org

www.aimsworldrunning.org



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2.4. IAAF Road Running Commission

Started in 2007...



Today's composition

David BEDFORD, Chairman	GBR
Francisco BORA O	ESP
Carlos CARDOSO	POR
James EVANS	RSA
Hugh JONES	GBR
Katsuyuki TANAKA	JPN
Pierre WEISS	FRA
Mary WITTENBERG	USA



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2.5. AIMS support to IAAF Programs

Real Winner

Pure Athletics:

- Be Proud*
- Be Clean*
- Be Drug Free*

***for Interactive
videos, downloads
and activities***

Click here »





AIMS Association of International Marathons and Distance Races

3.1. Communications - I



www.iaaf.org

www.aimsworldrunning.org



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3.2. Continuous education

Marathon Symposium



Race Directors Meetings



Mazatlan 2011

....

Quito 2011



Medellin 2010



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3.3. World Congresses



Sao Paulo 2009



Xiamen 2007



Valencia 2005



Athens, Oct. 2010



Prague, May 2012



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3.3. IMMDA

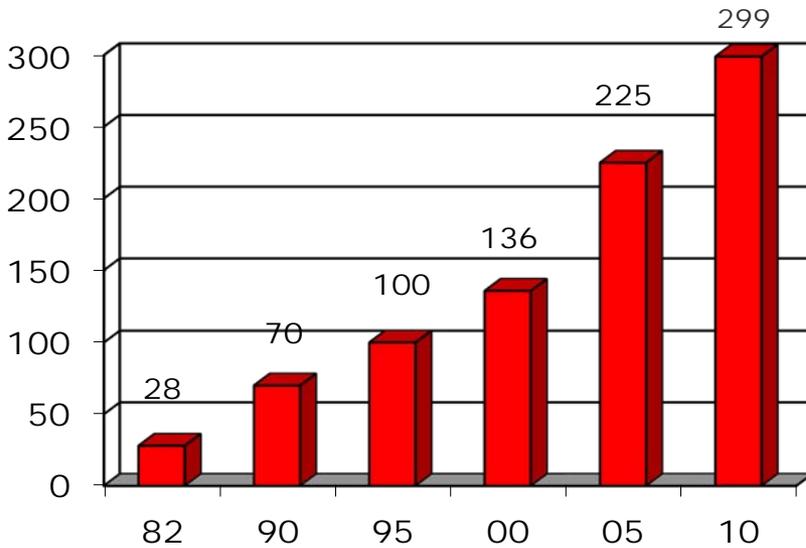
- **IAAF Medical Handbook**
- **IMMDA Advisory Statements**
- **IMMDA Scientific Meetings**



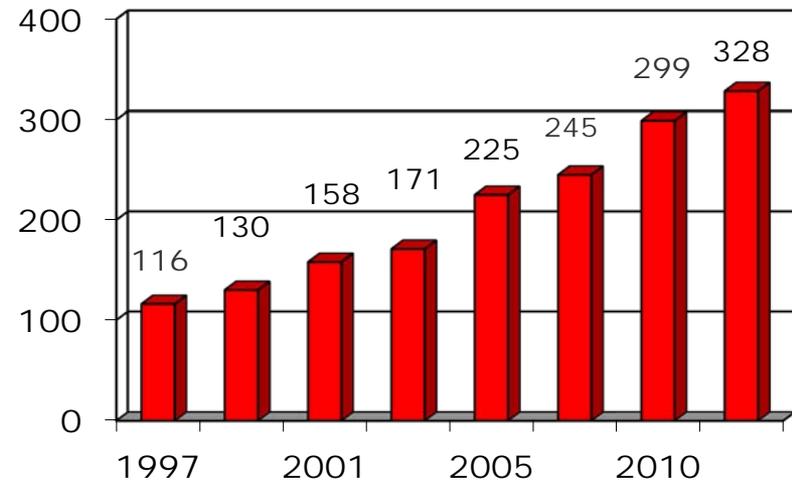
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Membership evolution



Historic trend 1982 - 2010



12 years trend 1997 - 2012

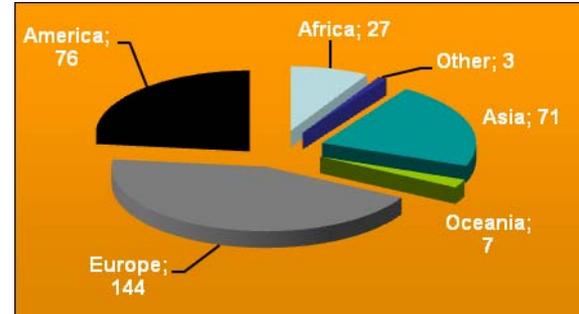
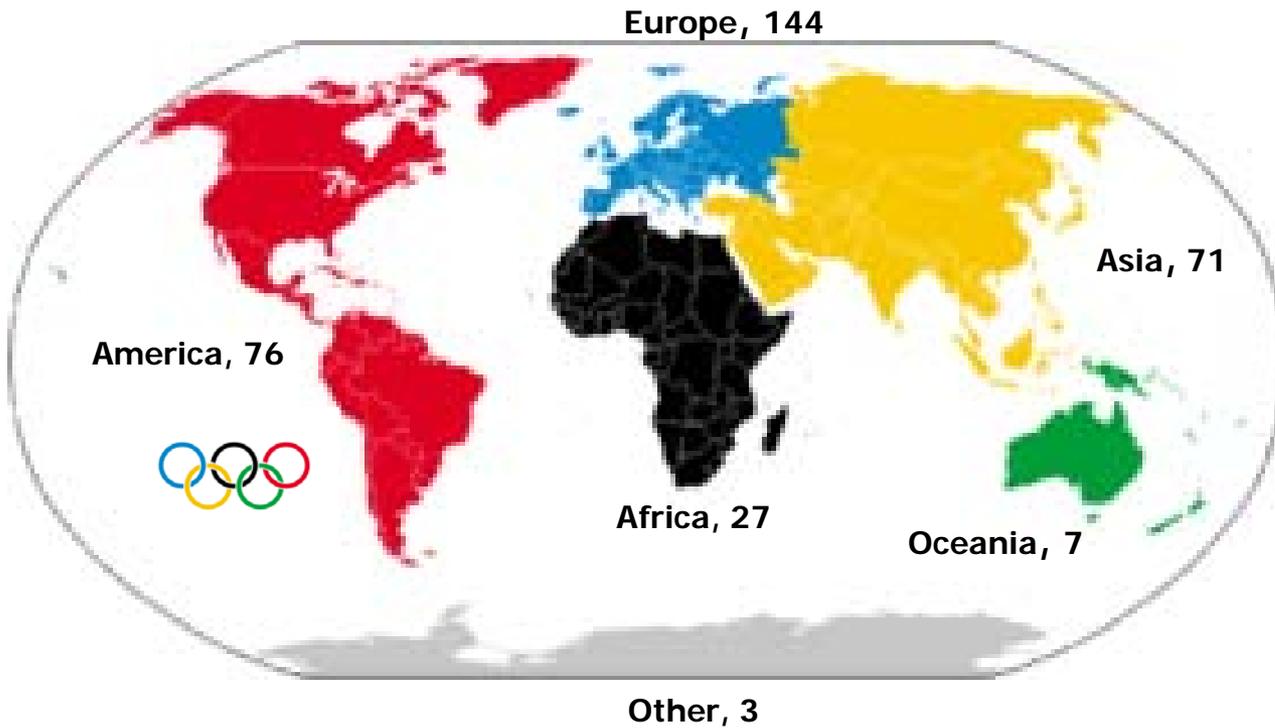
8,5% yearly average growth over 30 years



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AIMS Worldwide distribution - Apr 2012



April 2012
328 members
105 countries/territories



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AIMS races variety

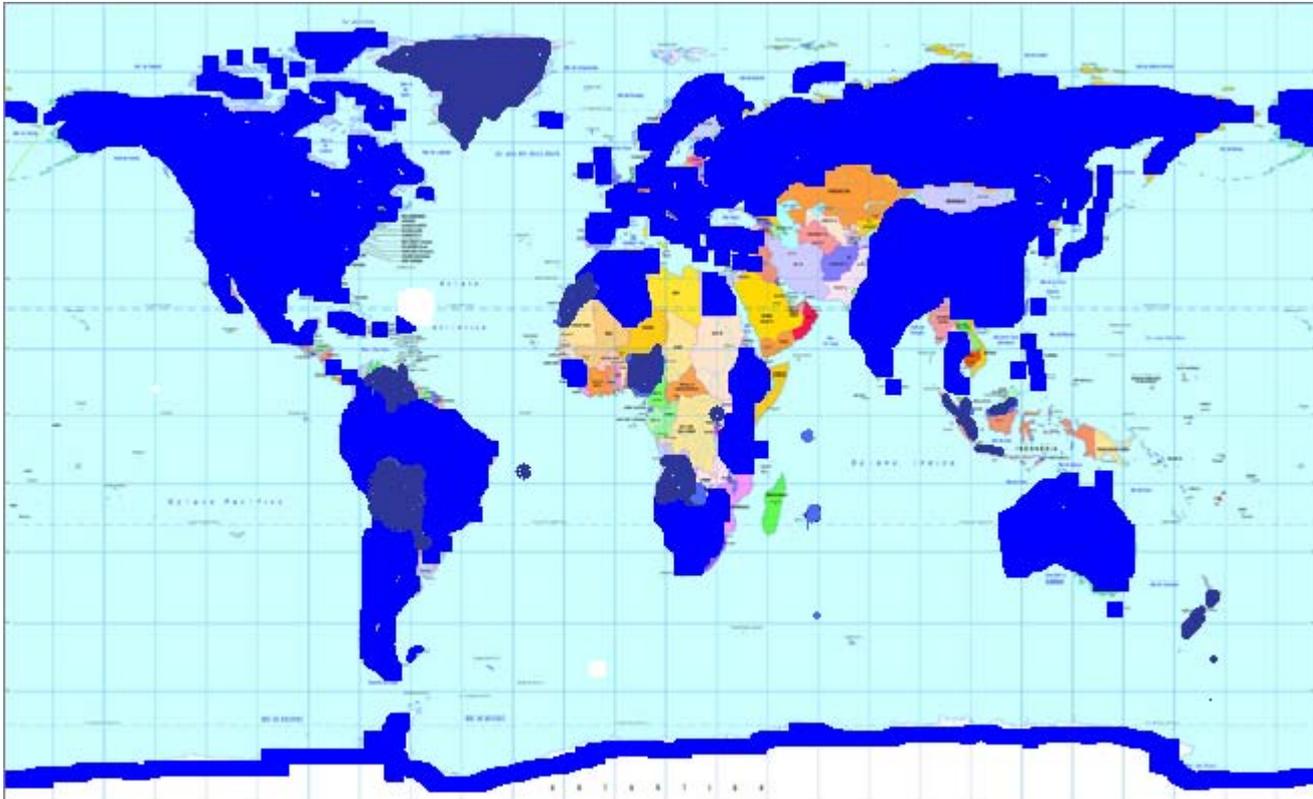




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AIMS Geography coverage



Africa, 27

America, 76

Asia, 71

Europe, 144

Oceania, 7

Other, 3

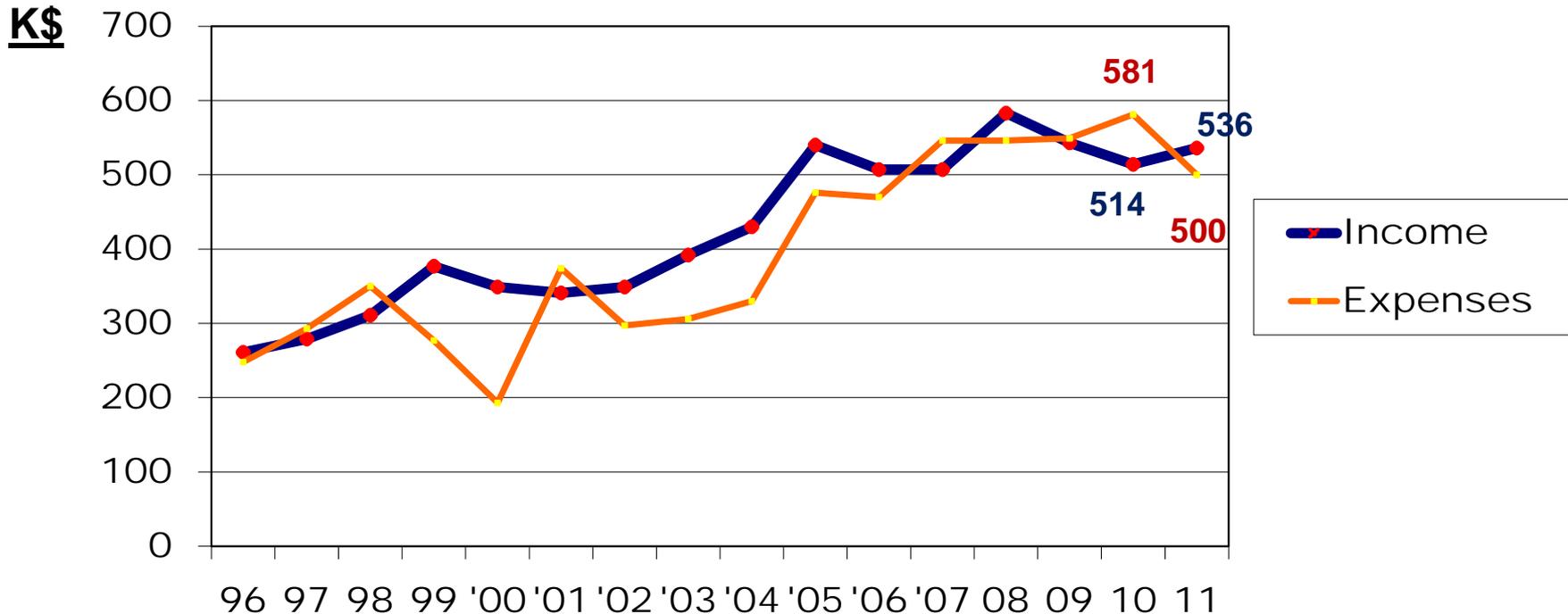


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AIMS Financial status - I

YEARLY REVENUES & EXPENSES 1996–2011



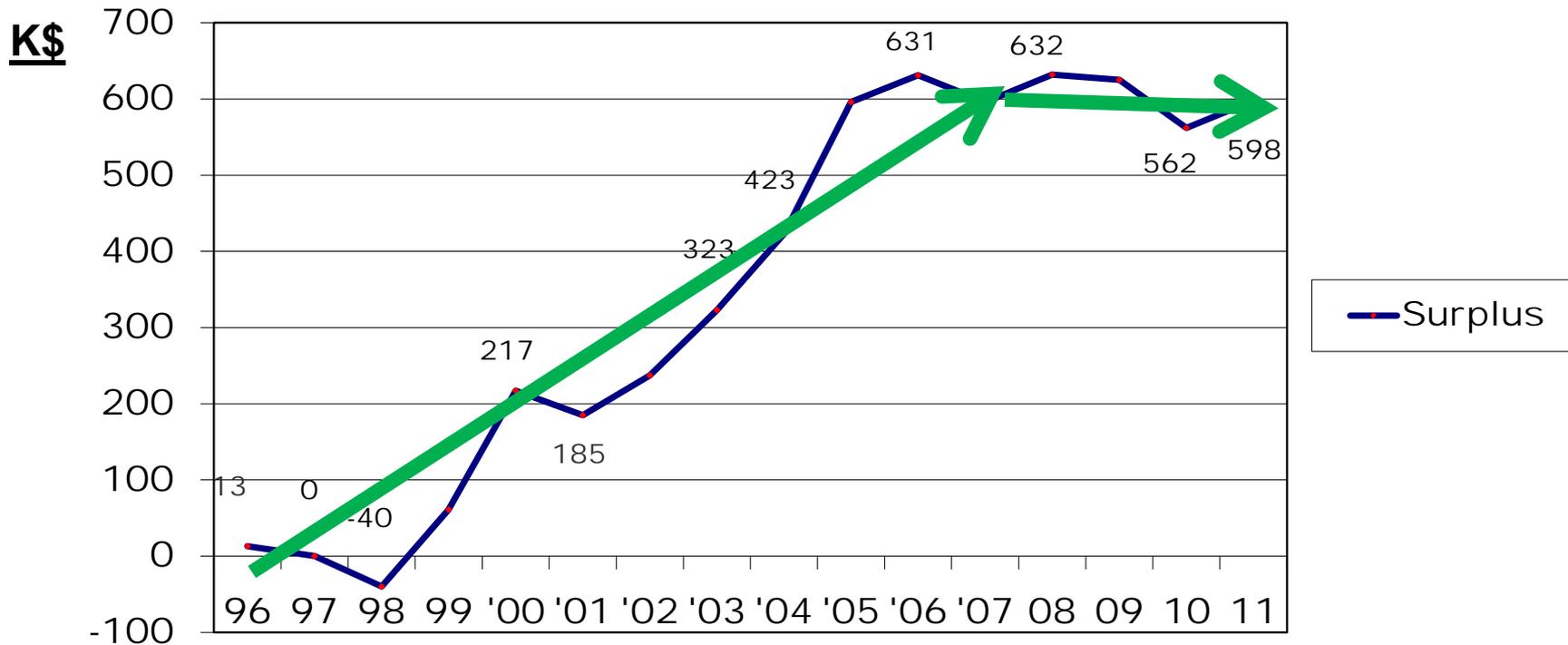


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AIMS Financial status - II

TOTAL LIABILITIES & TOTAL ASSETS





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Sponsorship support



KONICA MINOLTA





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In summary...

The MUST

**Promote
RUNNING**

**Work with
IAAF**

**Exchange
Info + Expert
+ Knowledge**

The way

Growth

Image

Fairplay

Responsibility

Stability

Reliability

WORK

Friendship



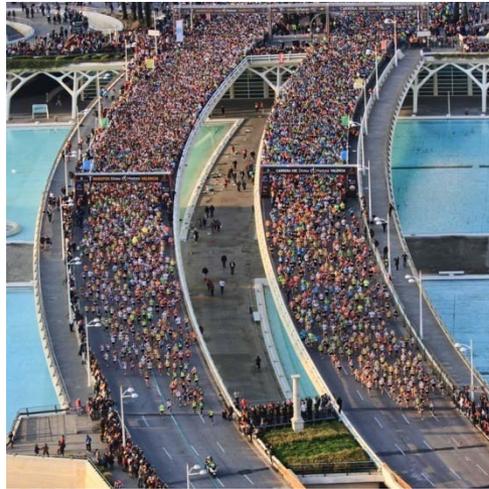
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Thanks to our partners

Sponsors

Runners



Race Directors

Association of International Marathons and Distance Races
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IAAF Athletics

PATRON

opap | Greece www.visitgreece.gr

MAIN PARTNER

MYLAPS

SPORTS PARTNER

asics

SPORTS DRINK PARTNER

Lucozade SPORT

PARTNERS

UNIVERSAL | KONICA MINOLTA | CITIZEN | ROHM SEMICONDUCTOR | VLC VALENCIA

SUPPORTING PARTNERS

Marathon-Photos | 1000KM Perpetuum



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30 years of service to RUNNING

1982 - 2012
**HELPING MARATHONS
SEPARATE THEMSELVES FROM THE PACK**

30th ANNIVERSARY OF AIMS

Runners and race directors are both constantly looking for new ways to stay competitive.
Helping them to do that is our mission at AIMS.
As runners become savvier organisers must fight harder and harder
to attract them to their races.
AIMS is with you for the long run.



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www.aimsworldrunning.org

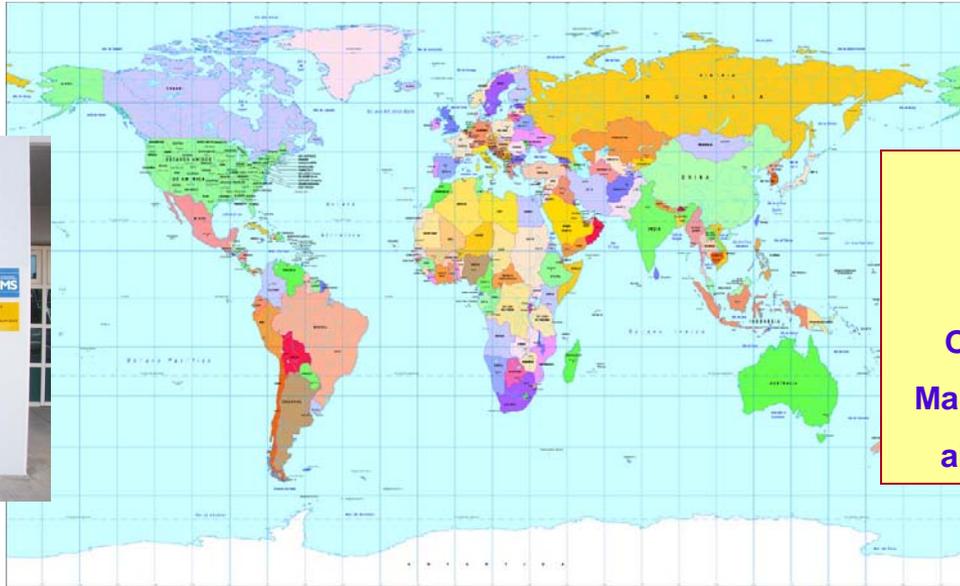
<small>Member</small>  Greece	<small>Member Partner</small>  MYLAPS SPORTS FITNESS	<small>Sports Partner</small>  asics	<small>Sports Drink Partner</small>  FASABO
<small>Partner</small>  UNIVERSAL	 CITIZEN	 vivo	<small>Supporting Partner</small>  Ariston



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Our goal: reach new highs...



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... providing health, strength, and happiness



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Thank you...

Paco Borao

May 2012