

ULTRAMAX

EVENT SERVICES

EXPERIENCE & BACKGROUND

Ultramax Events is a full-service event production, logistics and timing service company. Ultramax has been in the sports management business for the past 13 years. Ultramax has directly managed and timed more than 100 events, including several USA Triathlon national, regional and world championships. The Ultramax Team is 100% focused and committed to the total event experience. We own and produce more than a fifteen events each year. We completely understand the importance of quality event planning, timing and equipment.



We provide timing and event management services for a wide spectrum of events. Our expertise includes running races, cycling races and tours, triathlons, duathlons, adventure races and multi-day productions.

Our staff has a very strong background in the world of multi-sport and is lead by a USA Triathlon Certified Event Director.

ABOUT THE OWNERS

Mark and Amy Livesay, own Ultramax Events and The Starting Block (Columbia and Springfield, Missouri). Together they have finished hundreds of multi-sport events, including 15 Ironman Triathlons. Among those Ironman finishes is a husband-wife appearance at the 2002 Ironman World Triathlon Championships, held on the Big Island of Hawaii. Together, they have raced around the world and they have seen first hand what it takes to deliver a world-class event.

EVENT SERVICE FEATURES

Our chip timing technologies, software and equipment are simply the best available. Ultramax will operate three of the most advanced chip timing systems in the world. We can provide systems that offer a greener chip recycling option or the very latest in disposable race numbers with embedded timing chips.

Ultramax provides live timing services to more than 70 contracted events each year. We deliver timing solutions to events ranging from 200 to over 15,000 finishers. Our timing crews have the technical training and equipment needed to handle the most complicated timing situations.

- **IPICO Sports Timing System - "The Green Recyclable Timing Chip Option"**

The IPICO Sports Timing system offers considerable performance advantages over alternative technologies. This same technology is used in homeland defense, tracking of explosives and in vehicle identification. The high read-range and robust anti-collision mechanism allow successful timing locations for events with the most demanding environmental conditions and high densities of participants. All with virtually 100% accuracy. The timing tags are roughly half the size of a credit card and are worn on a shoe. The tag is absolutely non-intrusive to runners. This is our most popular option for running events.

- **MyLaps BibTag System - The Disposable Race Number Chip Option (Coming in 2010)**

The BibTag System is the very latest in timing technology. This system combines the race number and the timing tag into a more friendly handling process. This system dramatically reduces the time needed to handle, issue and recover timing chips. The modular mat design allows a flexible width for each timing point. The accuracy of results are simply amazing and the system can handle extremely high volumes of start and finish line passes.

- **AMB ChipX Timing System - The Perfect Solution for Cycling, Lap Races and Non-Traditional Sports Timing.**

The AMB Chip X System is one of the most advanced chip timing systems in the world today. The ChipX system can accurately score up to 80 ProChips per second, at speeds up to 50 mph. The perfect and perhaps only real solution for multi-sport, cycling and high speed lap events. The Active system has been designed to provide accurate results to 1/100th of a second and a 100% capture rate without the need for redundant back-up points. The detection loop is adjustable to a full 12m (39 ft) depending on your course layout needs. The loop/wires can be taped directly to the course surface or even embedded. They are very low profile and will not interfere with sprint finishes. There are NO mats to run, ride or swim over.

EVENT TIMING FEATURES

- **Data Management and Registration** - Pre-race registration data is imported into our timing software before the opening of the expo/packet pickup process. After that point we can enter the participant directly into our registration system. After the event, we will deliver the master data file to the event organizers. Our staff has a lot of experience in this area and we can help design or improve a current system to make it work best for your event!
- **Virtual Registration** - We can provide and set up multiple computer stations at packet pickup. Athletes simply register themselves as they arrive at packet pickup. We can even process credit cards, checks and cash transactions with this service.
- **Registration Services** - We highly recommend using GetMeRegistered.com for online registration. Ultramax exclusively uses this service. The pricing is great, and is one of the easiest to use systems we've ever seen. The customer service is second to none. Contact us directly for more information. We will even set up your forms for your event!



ADVANCED RACE RESULT SERVICES



NEW IN 2010 - Ultramax Facebook Results Application - Our new Facebook application will revolutionize the way LIVE timing is done! All an athlete has to do is simply sign up to receive Facebook results from Ultramax.

After that, any participating event will be able to post finish and split times directly to that participants Facebook wall. **How cool is that... ?**

Athletes will be able share their accomplishment with the world. **Think of the incredible marketing effect this will have for your event.**

Our Facebook service is available to all events and timing companies. Contact us for more details on using this service. timing@ultramaxtri.com

- **Live Online Race Day Results** - We have the capability of uploading live results from the race site to our results server every few minutes. Our online results are posted in a searchable database format. Athletes, friends and families can easily search and find results they want. We will provide you a graphic and web link in advance of the race. You simple post this link and

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graphic on your web site. This will make the results immediately accessible when they become available.

- **Ultramax Live Print Receipt Results** - This has quickly become one of our most popular service. This service is done on-site at or very near the finish line. We will set up an area with multiple computers terminals and receipt printers. With this system we can print individual result result “receipts” with full splits, race and sponsor logos. Your athletes simply walk up and get a personally printed copy of their results.
- **Custom E-mail Results** - We can deliver custom results via graphical e-mail notifications immediately post-event. These results are emailed directly from the race site and can be personalized to include each racers finish time, splits and placings. Once we upload the final data, we can immediately send e-mail notification to your participants. Your athletes will have access to results online before they get home from the event! This option is only available if your event is collecting e-mail information with the data entry process.
- **Race Day Printed Results** - Our goal is to provide your event with posted and printed results every few minutes (starting just minutes after the first finisher crosses the finish line).
- **Award Results** - We can print specific award result sheets that are customized and printed for your awards ceremony. This makes the entire awards process run much smoother.
- **External Data** - Hard copy and e-mail (html & pdf) results will be delivered to the event director on race day. We can provide event data for photographer(s) and even provide live external data feeds.
- **Live Announcer Screen** - We will set up a dedicated computer(s) to provide your race announcer(s) with live monitoring of the finish line. The announcer will be able to see name, city, state, division and time as the athletes cross the finish line.
- **Timing/Scoring Area** - We can supply our own sheltered scoring area, tables, equipment and needed power supply.
- **Additional Split Timing Locations** - We can provide multiple split locations depending on the needs of your event.
- **PDF Finisher Certificates** - We can provide post-race, online, personalized PDF certificates. The athletes will receive a link to their certificate and they can print at their convenience.
- **On-site data entry services** - We can provide the staff needed to do data entry for expo and pre-race signups.
- **Custom Timing Tag Option** - We can offer a custom printed timing tag option to larger events. Athletes can keep their custom timing tag as a memento or possible even more!. The timing tag has four small holes in it, after the race, athletes can put the tag on a key chain as a reminder and to display their accomplishment. These custom tags can be printed full color on both sides. This is a GREAT sponsorship opportunity!

NEW STAGE & TIMING TRAILER IN 2010

The Athletes Honey Milk Trailer is “NOW” available for most timing and contracted events. This new trailer features air conditioned and heating timing and officials areas, a fold down stage for your announcer, 1000 Watt Sound System, outdoor lighting, two awnings (on each side), and a 6000 Watt Honda Super Quiet Generator. The trailer is a great addition to any event. No additional fees apply for using the trailer. Ask us about how to get Athletes Honey Milk at your event!

Event Equipment Rentals

We designed our equipment and finish line packages



to be completely comprehensive. Most events we work with do not want to worry about the equipment they will need to deliver the very best event possible. Our equipment service comes with everything your event will need to welcome your racers to the finish line in grand style. Multiple finish line structure options, sound systems, white crowd control barricade, lights, generators, stages, tents, tables and so much more. if you need it to producing a multi-sport, cycling or running event, chances are we have it at our disposal! Our services are tailored to your event. We can simply provide everything down to the last zip tie and duct tape.



<ul style="list-style-type: none"> • Aluminum Start/Finish Truss • New Lexcor Finish Line (pictured above) • Three Inflatable Arches • Three 20X20 White Tents • Event tables • Two Sound Systems - with wireless mics and music! 	<ul style="list-style-type: none"> • Crowd control barricades • Mile Markers • Directional A-Frame Signs • Bike Racks • Generators, lights, bouys, and much more! • If you need it to produce and event, chances are we have it!
<p>Ask to see our complete inventory! See our Equipment Photo Gallery! http://ultramaxtri.com/timing/Ultramax_Service_Photos/Ultramax_Equipment_Gallery.html</p>	

Event Logistics & Additional Services

Our event planning and logistic staff is the best in the business. We provide a wide range of event management services. They include, but are definitely not limited to the following:

- Course Design & Venue Logistics
- Online and Print Mapping Services
- Staffing and Volunteer Planning
- Safety and Contingency Plan Design
- Online Registration Services
- Web Site Design Services
- Graphic Design, Sign and Banner printing services



REFERENCE EVENTS

Ultramax is proud to provide comprehensive event solutions to the following events. Our complete schedule of events is available at www.ultramaxtri.com.

- International Triathlon Union World Duathlon Championships - Duathlon
- USA Triathlon National Youth Championships - Triathlon
- Ironman 70.3 Kansas - Triathlon
- Ironman 70.3 Branson - Triathlon
- Glencoe Grand Prix - Cycling Criterium
- TriSports.com Halfmax National Championship - Triathlon
- USA Triathlon Club National Championships - Triathlon
- Lake St. Louis Triathlon - Triathlon

- The Kansas City Marathon - Running
- Turkey Trot - Springfield, MO - Running
- See our website for complete listings.

We invoice most events at a minimum per day rate. Once the minimum fee is reached, a simple flat fee per entrant applies. We prefer to tailor our proposals specifically around your event. The size of the event, location, scheduling conflicts and sponsorship opportunities can all effect our event pricing structures.

We are ready to customize a comprehensive service package around your event. Our systems are very flexible and we are quite sure we can accommodate your event needs.

CONTACT INFORMATION

Please contact us and we can discuss your event in detail.

Mark Livesay

Owner
573-881-7171 cell
573-777-2257 office
mark@ultramaxtri.com

Shauna Young

Timing Services Director
573-777-2257 office
shauna@ultramaxtri.com

See our event photo gallery:

http://ultramaxtri.com/timing/Ultramax_Service_Photos/Ultramax_Equipment_Gallery.html

Event timing is mission critical!

If you don't have accurate and reliable times, do you really have an event?

We are the best at what we do!

ULTRAMAXTRI.COM