



ExCel Centre, ICC Auditorium, London, 18-20 March, 2011



1st IFBB Amateur Mr. Olympia & International Cup

**1st IFBB Amateur Mr. Olympia and IFBB International Cup
And IFBB Pro British Grand Prix & Fitness Expo Weekend**

Things are well underway for the first IFBB Mr Olympia Amateur Bodybuilding Championship and the prestigious IFBB International Cup 2011, which will feature the best physiques from across the world on 19th and 20th March 2011.

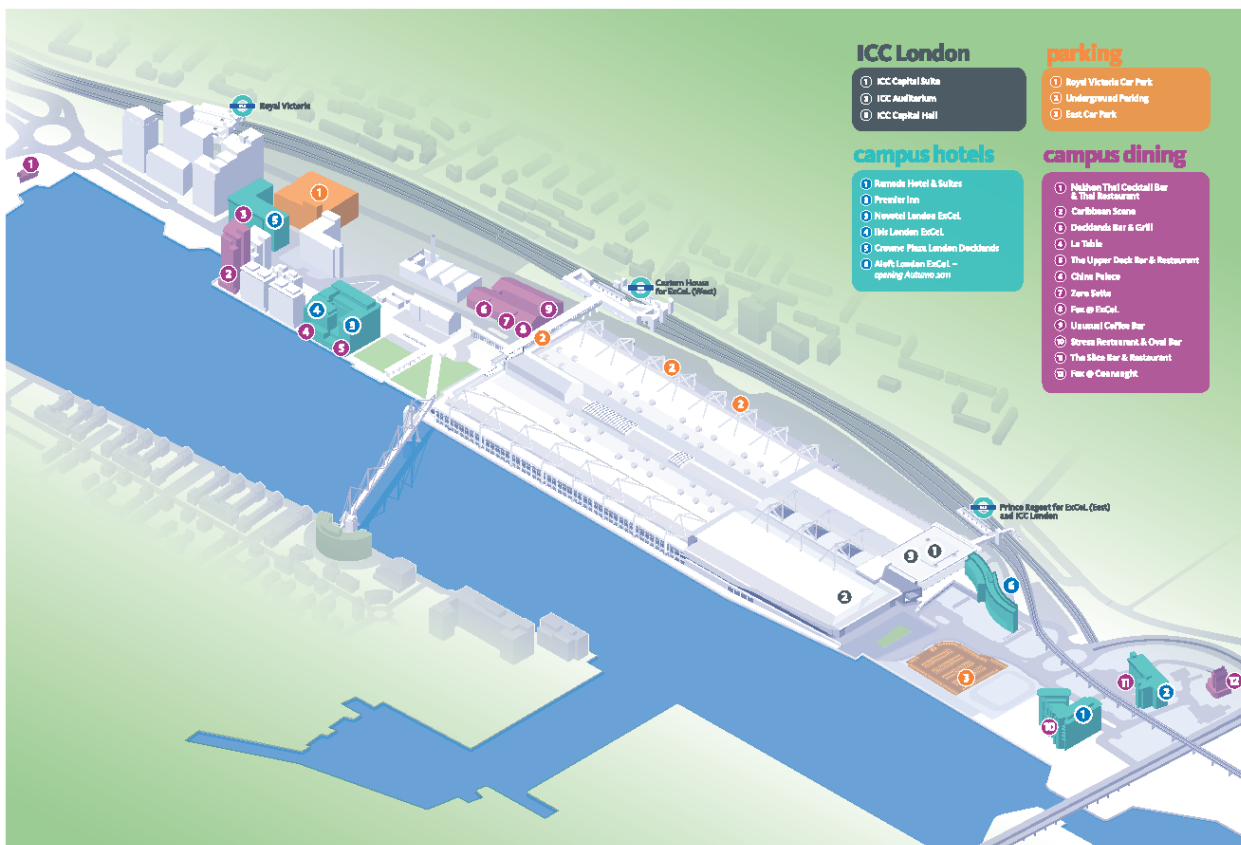
VENUE

The venue for the Amateur Mr. Olympia will be the ICC Auditorium. The ICC Auditorium is part of the ExCel Centre London which is one of the largest complete convention and expo centres in the UK and has hotels, restaurants, train stations and parking facilities in the area.

The venue is part of a 100 acre campus, including 3 onsite DLR stations, easy access to the Jubilee Line and London City Airport, parking for 3,700 cars, 5 on-site hotels and numerous on-site bars and restaurants.

HOTELS

There are several hotels in the ExCel Centre area. They range from budget hotels to five star hotels. Please go to www.excel-london.co.uk and see all the hotels and restaurants connected to the ExCel Centre. You can book your team in any of the hotels. (Attached list with hotels and airports)



Plan of the ExCel ICC Campus

REGISTRATION FEE

Registration fee is €150 per athlete and will have to be paid to the IFBB official when registering.

The categories accepted for the Amateur Mr. Olympia are:

Men's Bodybuilding:

Lightweight: Up to and incl. 70 kg (154 lbs)
Welterweight: Up to and incl. 75 kg (165 lbs)
Light-Middleweight: Up to and incl. 80 kg (176 lbs)
Middleweight: Up to and incl. 85 kg (187 lbs)
Light-Heavyweight: Up to and incl. 90 kg (198 lbs)
Heavyweight: Up to and incl. 100 kg (220 lbs)
Super-Heavyweight: Over 100 kg (220 lbs)

The categories open for the IFBB International Cup are:

Women's Bodybuilding:

Open category

Women's Fitness:

Short: Up to and including 163 cm (5'-4")
Tall: Over 163 cm (over 5'-4")

Women's Bodyfitness (Figure):

A: Up to and including 163 cm (5'4")
B: Over 163 cm (Over 5'4")

Women's Bikini

A: Up to and including 163 cm (5'4")
B: Over 163 cm (Over 5'4")

Men's Classic Bodybuilding* (see height/weight tolerance list below):

A: Up to and including 175 cm (5'9")
B: Over 175 cm (over 5'9")

The weight/height limits tolerance of the Men's Classic has the following criteria:

Height	Bodyweight limit
Up to and incl 168 cm	Height -100
Over 168 cm Up to and incl 171 cm	(Height -100) + 2 kg
Over 171 cm Up to and incl 175 cm	(Height -100) + 4 kg
Over 175 cm Up to and incl 180 cm	(Height -100) + 6 kg
Over 180 cm Up to and incl 190 cm	(Height -100) + 8 kg
Over 190cm Up to and incl 198 cm	(Height -100) + 9 kg
Over 198 cm	(Height -100) + 10 kg

ALL THE COSTS FOR TRAVELING, HOTEL ACCOMMODATIONS AND MEALS (AND TRANSPORT FROM AND TO THE AIRPORT) MUST BE COVERED BY THE NATIONAL FEDERATIONS. HOTEL RESERVATION MUST BE DONE BY DIRECT COMMUNICATION BETWEEN THE NATIONAL FEDERATION AND THE HOTELS (List of recommended hotels and contacts are provided on www.excel-london.co.uk). THE ORGANIZING COMMITTEE OR IFBB WILL NOT BE RESPONSIBLE FOR ANY RESERVATION OR PAYMENT OF HOTEL ACCOMMODATIONS, TRAVELING ARRANGEMENTS AND MEALS.

IMPORTANT NOTES:

Entry Forms from athletes will only be considered if they are sent by the National Federation of the athlete and directly to IFBB General Secretary William Tierney with copy to the IFBB Headquarters in Madrid. The final decision to allow an athlete to compete in this event rests with the IFBB.

JUDGES

In order to assist the IFBB Judges Committee in their selection of judges for these Championships, please forward your nomination for judges from your National Federation. Judges will be chosen by the IFBB. The names of those judges submitted in advance will receive priority consideration. All international judges must bring their international judge's cards.

Send your nominations for judges to:
Pawel Filleborn
Chairman
IFBB Judges Committee
Fax: +48 22 642 73 51
E-mail: pawelfilleborn@gmail.com

TENTATIVE SCHEDULE

(The following schedule is subject to changes)

FRIDAY, 18TH March

Registration and Weigh-in from 14:00pm till 20:00pm
At the ICC Auditorium

SATURDAY, 19th March ICC Auditorium

All Men's Bodybuilding categories

PRE-JUDGING 10:00am

FINALS 14:00pm

SUNDAY, 20th March ICC Auditorium

Men's Classic Bodybuilding, Women's Bodybuilding, Bodyfitness, Fitness and Bikini categories

PRE-JUDGING 10:00am

FINALS 14:00pm

Please send Entry Form no later than March 7th 2011 to:

IFBB General Secretary

William Tierney

Phone: +44 151 9314090

Fax: +44 151 9314090

E-mail: w.tierney@ifbb-uk.com

Please Send a copy to:

International Federation of Bodybuilding and Fitness

Dr. Rafael Santonja IFBB President

Phone: +34 91 535 2819 Fax: +34 91 535 0320

E-mail: internacional@santonja.com

Hotels near London Docklands

Hilton London Docklands Riverside (2.6 MILES FROM ExCel)

265 Rotherhithe Street, London, SE16 5HW United Kingdom

+44(0)20 3 027 8143

www.hilton.co.uk/docklands

Ibis London Docklands

9 Western Gateway, Royal Victoria Dock, E16 1AB London

Tel. : +44(0)207/5171100

www.ibishotel.com

Novatel London Docklands

7 Western Gateway Royal Victoria Dock, , E16 1AA London Tel

+44(0)207/5409700

www.novatel.com

Custom House Hotel

272 - 283 Victoria Dock Road, E16 3BY London

+44 (0) 20 7474 0011

www.customhouse-hotel.co.uk

Holiday Inn Express London Docklands

1 Silvertown Way, Canning Town, E16 1EA London

+44(0)844 826 6519

www.holidayinn.com

Britannia International hotel (2.2 miles from ExCel)

163 Marsh Wall, Docklands,, E14 9SJ London

www.britanniahotels.com

Crowne Plaza

Royal Victoria Dock, Western Gateway, E16 1AL London

+44(0)207 055 2000

www.crowneplazadocklands.co.uk

Premier Inn, Docklands

Excel East, Royal Victoria Dock, Tower Hamlets, E16 1SL

London

0871 527 8650

www.premierinn.com

Ramada Hotels and Suites

Excel, 2 Festoon Way, Royal Victoria Dock, E16 1RH London

+44(0)207 540 4820

www.ramadadocklands.co.uk

Airports

Heathrow Airport

www.heathrowairport.com

Heathrow Airport Limited, The Compass Centre,
Nelson Road,
Hounslow,
Middlesex
+44(0)844 335 1801

London Stanstead Airport

www.stanstedairport.com

Stansted Airport Limited,
Enterprise House, Bassingbourn Road,
Essex, United Kingdom
CM24 1QW
+44(0)844 335 1803

London City Airport (closest to ExCel)

E16 2PX

www.londoncityairport.com

+44 (0)20 7646 0088

London Luton Airport

www.london-luton.co.uk

London Luton Airport
Navigation House
Airport Way
Luton, Bedfordshire
LU2 9LY
+44(0)1582 405100

Gatwick Airport

www.gatwickairport.com

Gatwick Airport,
West Sussex
RH6 0NP
+44 (0)844 335 1802

IFBB BRITISH PRO GRAND PRIX & FITNESS EXPO WEEKEND

The ExCel Centre, London will also feature the UK's only IFBB professional bodybuilding show, the IFBB British Grand Prix & Fitness Expo Weekend!

During this Fitness Expo weekend there are going to be a range of other strength and extreme sports:

- Giant's Live Strongman British Grand Prix: www.giantslive.net
- Explosive freestyle BMX & skateboarding demos from Team Extreme: www.teamextreme.co.uk
- World record attempts by top Powerlifters
- Arm Wrestling British Grand Prix & the world's only grappler machine: www.armedcombat.co.uk
- Male & female fitness model search

The Expo will feature supplement and nutrition brands from the biggest names in the industry. Many stands will be interactive and fun, and there will be a range of discounted designer gym clothing available and gym equipment companies will be present. In addition there will be seminars on nutrition, exercise therapy, personal training from leading specialists.

All IFBB Pro athletes can enter by contacting the Promoter Neil Hill. E-mail: neilhill69@btinternet.com

For more information about the British Grand Prix or Fitness Expo see www.grandprixexpo.co.uk