



## 2017 Guidebook



**Kuai Sports Promotions**

Unit 1010, Miramar Tower, 132 Nathan Road, Tsim Sha Tsui, Kowloon, Hong Kong

Tel: +852 8102 2592 / +86 13671843791



## What is the Asia Trail Master series?

**Asia Trail Master (ATMs) is an annual series of trail running races, which are open for participation to the general public and take place on the Asian continent.** The Asia Trail Master series is designed and managed by Kuai Sports Promotions Ltd in Hong Kong, which also owns the brand name.

Runners score points in each ATM race that they finish and in so doing receive a place in the Asia Trail Master Ranking. Each year in December, after the final race on the calendar, the runner who has scored most points will be crowned as the year's Asia Trail Master champion. In addition, persistent endurance runners can aim to claim the honorary title of Grandmaster by finishing 6 long distance (+70km) races within 2 calendar years.

## Official website

[www.asiatrailmaster.com](http://www.asiatrailmaster.com)

**Social media channels:** Facebook. Instagram. Twitter. WeiXin. Pinterest. SnapChat.

## Official logo



## Our objective

**The core objective of the Asia Trail Master series is threefold:**

- To promote a healthy lifestyle and boost environmental consciousness among Asian citizens through the sport of trail running.
- To create a community platform and bring people from various distinct countries, cultures and backgrounds together
- To provide trail running event organisers with a new platform to boost international promotion of their events, as well as assist organisers with their networking and event-technical needs

**Kuai Sports Promotions**

Unit 1010, Miramar Tower, 132 Nathan Road, Tsim Sha Tsui, Kowloon, Hong Kong

Tel: +852 8102 2592 / +86 13671843791



## Benefits of joining ATMs for event organisers

### What we do for you

- We make you part of the most exciting and popular Asian trail running series
- International marketing and promotion of your race via our wide range of multimedia tools and media channels: **we are your outsourced international promoter**
- Listing on the Asia Trail Master race calendar, consulted by many thousands of trail runners from all over Asia and the world
- A special information webpage about your event on the Asia Trail Master website
- Live event reporting: before, during and after your race in text and in multimedia via our website and international social media
- Guaranteed online and print media coverage (e.g. Action Asia magazine, Outdoor Magazine, Outside China, RunSociety Singapore, Dogsor Caravan Japan, Webthethao Vietnam, Runner's World China etc.). We have also had stories published in the New York Times, the Atlantic, iMoney, etc.
- Podium prizes from our sponsors
- Distribution of your event's flyers and information at Sports Expo Fairs, at our sales points and via our Asia Trail Master's ambassador's network throughout the year
- Optional use of high quality and international standard time-keeping & online participant registration system (developed by Race Timing Solutions in Hong Kong)
- Assistance with race technical input
- Assistance with sponsorship search and business liaisons
- Assistance with other types of event solutions (production of event materials and equipment, event T-shirts, runner gadgets and other accessoires, etc)
- Provide your country's trail runners with an opportunity to join an Asia-wide community, and therefore help the trail running industry grow in your country
- Much more can be tailor-made to your specific needs!

## How to enter the Asia Trail Master series?

### Events that wish to enter the Asia Trail Master calendar should meet the following few general criteria:

- Race participation open to everybody of any nationality above the age of 18
- The main race course distance is approximately a marathon distance of 42,195km, but can be shorter if total elevation gain is at least 2000hm
- The race course must be at least 75% off road.
- Appropriate electronic time-keeping system (ideally the standard ATMs system provided by Race Timing Solutions)
- Appropriate event safety and insurance policy standard as recommended by ITRA
- Willingness to assist in promotion of the other ATMs events on that year's calendar

### Kuai Sports Promotions

Unit 1010, Miramar Tower, 132 Nathan Road, Tsim Sha Tsui, Kowloon, Hong Kong  
Tel: +852 8102 2592 / +86 13671843791



Organisers of trail running events in Asia are highly welcome to join the Asia Trail Master series and enjoy the many benefits of a partnership. The same applies for local and international companies, sports teams, universities, individuals and any other business that wishes to support the growing sport of trail running in its own country or Asia as a whole.

Cooperation is very straight-forwarded and is focused on a win-win scenario for all parties. Staff at Kuai Sports Promotions traditionally go all the way to help brands and people achieve their objectives.

To receive detailed entry conditions, please browse through this guidebook and address your request for details and application to [kris@kuisports.com](mailto:kris@kuisports.com). Applications to join ATMs are being accepted continuously. However, typically, we only accept applications for events that take place at least four months from the date of application. Please note that a maximum of five events per country will be accepted in one calendar year. **The application deadline for events organised in the first half of 2017 is 31 December 2016. The earlier you contact us, the more we can do for you.**

**When an event's application has been approved by ATM, the event organiser will be requested to formally agree to the following membership requirements:**

- Organiser agrees to try and follow the event organisation standards set by ITRA as much as reasonably possible
- Organiser agrees to distribute the latest Asia Trail Master flyer via the participant goodie bag
- Organiser agrees to send 1 email newsletter and/or social media post to the event's participant database about the Asia Trail Master series.
- Organiser agrees to put the Asia Trail Master logo on the start/finish gate and podium backdrop, as well as on the event website, event social media pages, any video, and in the event brochure.
- Organiser agrees to put up banners or balloons at start and/or finish with Asia Trail Master branding (provided by ATM)
- Organiser allows ATM to translate event information and website content in other languages
- In order for smooth processing of race results and ranking points, Organiser will consider the use of the time-keeping service of ATMs partner Race Timing Solutions, which follows ITRA standards. Alternatively, Organiser agrees with its own time-keeping provider to share top 10 results of the race within 24 hours and full official results within 72 hours in standardised MS Excel format in order to update the ATMs ranking quickly. The official list should contain minimum a runner's name & first name, English name, gender, nationality and date of birth
- Organiser agrees that Asia Trail Master also accepts international runners' registration (same rate, no commission)

**Kuai Sports Promotions**

Unit 1010, Miramar Tower, 132 Nathan Road, Tsim Sha Tsui, Kowloon, Hong Kong

Tel: +852 8102 2592 / +86 13671843791



- Organiser allows ATM minimum 3 free race entries (race only) to be handed out to international runners via an online promotional game.
- Organiser agrees to host 1 ATM representative during the event days (flight/train from Hong Kong or China, and accommodation)
- Organiser agrees to payment of the annual ATMs entry membership fee of USD 500, and the ATMs operational runner's fee to be discussed upon Organiser's own needs

## **Kuai Sports Promotions**

Unit 1010, Miramar Tower, 132 Nathan Road, Tsim Sha Tsui, Kowloon, Hong Kong

Tel: +852 8102 2592 / +86 13671843791



## Preliminary 2017 Asia Trail Master calendar (1<sup>st</sup> semester)

	Indonesia	22 January	Tahura Trail
	Philippines	29 January	Rizal Mountain Run
	Thailand	17/18 February	UT Unseen Koh Chang
	Brunei	25/26 February	Beach Bunch Trail Challenge
	Philippines	5 March	Cordillera Mountain Ultra
	China	8/9 April	UT Xinxian
	Korea	23 April	Korea 50k
	Nepal	25 April	Ultra Trail Nepal
	China	30 April	UT Wenchuan
	Kazakhstan	7 May	Tengri Ultra Trail
	Malaysia	13/14 May	Malaysia Eco 100
	Indonesia	20/21 May	Ijen Trailrunning
	Japan	28 May	Kushigata Wind Trail
	Japan	17/18 June	Echigo Country Trail
	Russia	1/2 July	Altai Ultra Trail
	Malaysia	5/6 August	Magnificent Merapoh Trail
	Mongolia	3 August	Sunrise 2 Sunset
	Indonesia	7/8 October	MesaStila Peaks Challenge

Latest version always available on our website (<http://www.asiatrailmaster.com/events/>)

### Kuai Sports Promotions

Unit 1010, Miramar Tower, 132 Nathan Road, Tsim Sha Tsui, Kowloon, Hong Kong  
Tel: +852 8102 2592 / +86 13671843791



## The Asia Trail Master Championship

### Definition

People who finish a race on the Asia Trail Master calendar score points for the Asia Trail Master Championship. After the last race on the calendar, each runner's best five points results are added up to obtain his/her final points tally of the year. The runners (male/female) who scored the most points will be announced as the Asia Trail Master Champion, or simply, the Asia Trail Master of the year.

### The 2017 points system

The points system for the 2017 'championship' will differ slightly from the system used in 2016. B and C races of a single event with a high degree of difficulty (e.g. a 100km race when there is also a 100 miles race) will be better rewarded with performance points. At the same time we stick to our principle "simple and easy to calculate while you run".

**General rule:** The points system is designed to be easily understood on purpose. Runners score points in each Asia Trail Master series race that they finish, as long as the race distance qualifies for Asia Trail Master points (see conditions). Finishers score two kinds of points:

- Finisher points: each runner who finishes a race scores finisher points according to the race's category (see below)
- Performance points: each runner will score additional performance points according to his ranking in the official result of the race and according to a fixed table (see the table below)



Kuai Sports Promotions

Unit 1010, Miramar Tower, 132 Nathan Road, Tsim Sha Tsui, Kowloon, Hong Kong

Tel: +852 8102 2592 / +86 13671843791



### A. Finisher points

Category	Points for race finishers
SuperTrail	150
Standard Trail	100
B-race distance	= number of race kilometres
C-race distance	= number of race kilometres

- SuperTrail refers to selected races, which offer 50 bonus points for finishers on the two longest race distances of the event. Standard refers to all other races.
- Finishing any 100 Miles race distance also provides a runner with 25 bonus points
- B distance refers to the second longest distance of a standard or SuperTrail event. The B distance must be at least 30 km in length.
- C distance refers to the third longest distance of a standard or SuperTrail event and must be at least 30 km in length.

### B. Performance points

RACE RESULT	POINTS A Race	POINTS B Race +/- 70 KM	POINTS B Race - 70 KM / C-RACE +/- 70 KM	MAX POINTS <100 RUNNERS/EVENT	POINTS C Race – 70 KM
1	400	400	200	300	100
2	350	350	150	250	90
3	325	325	125	225	80
4	300	300	100	200	70
5	275	275	75	175	60
6	250	250	70	150	50
7	240	240	65	145	40
8	230	230	60	140	30
9	220	220	55	135	20
10	210	210	50	130	10
11	200	200	45	125	1
12	190	190	40	120	1
13	180	180	35	115	1
14	170	170	30	110	1
15	160	160	25	105	1
16	150	150	24	100	1
17	140	140	23	99	1
18	130	130	22	98	1
19	120	120	21	97	1
20	110	110	20	96	1

## Kuai Sports Promotions

Unit 1010, Miramar Tower, 132 Nathan Road, Tsim Sha Tsui, Kowloon, Hong Kong

Tel: +852 8102 2592 / +86 13671843791





21	100	100	15	90	1
22	99	99	15	89	1
23	98	98	15	88	1
24	97	97	15	87	1
25	96	96	15	86	1
26-50	95 to 71	95 to 71	15	85 to 61	1
51-75	70 to 46	70 to 46	10	60 to 36	1
76-100	45 to 21	45 to 21	5	35 to 11	1
101-last	20	20	1	10	1

## Notes

- More than 1 race distance at the same event**  
 If an event offers two or more race distances, performance points will be given to finishers on the longest A-distance, and on the shorter B and C-distances of the same event, as long as these exceed 30 km.
- Multiple-day stage trail races**  
 Performance points will be awarded according to the final overall classification, not per stage
- Race attendance**  
 If the start list of an event contains less than 100 names overall, maximum performance points will be limited to 300 for the winner (see table column).
- Joint finishers**  
 If runners cross the finish line together, the ranking at the last timing checkpoint before the race finish will be consulted to determine who scores the most performance points
- Final Championship Ranking at the end of the year**  
 Only the best 5 point-results of each runner obtained during the calendar year will be taken into account for the final General Ranking
- Abroad Bonus**  
 Runners who score points in 3 Asia Trail Master races get a 50-point bonus if 1 of the 3 races took place outside the runner's country of residence at the time of the race
- Joint points total in final Championship Ranking**  
 If two or more runners have the same points total: preference goes to the runner who has scored the highest points number in one single race. If this does not separate the two runners, we check if they competed in the same race and who was the fastest of the two in that race. If this still does not separate them, the advantage goes to the runner who accumulated most total points during the year (e.g. a runner who scored points in five races against a runner who only scored points in three races).
- The Asia Trail Master ranking will be updated immediately after each race**, and published on the ATMs website via <http://m.racetimingsolutions.com/rankings>, followed by a press release.

## Kuai Sports Promotions

Unit 1010, Miramar Tower, 132 Nathan Road, Tsim Sha Tsui, Kowloon, Hong Kong  
 Tel: +852 8102 2592 / +86 13671843791



## The Grandmaster Quest

- Finish 6 races in 2 years (24 months) of at least 70 km (or at least 4000 hm)
- Receive a place in the Hall of Fame
- Obtain a specially designed Asia Trail Grandmaster Shield and more benefits
- Earn more stars on your Grandmaster Shield as you continue to run the trails of Asia



## Become an Asia Trail Grandmaster

In addition to the annual points-based championship, runners of all levels will also be rewarded for their perseverance. Every runner who completes a long distance (at least 70km) race of 6 Asia Trail Master promotions within two years will be honoured as an Asia Trail Grandmaster in the Hall of Fame, and receive an honorary shield or badge that can be knit on one's sports uniform as a token of achievement. Further benefits will be announced in due course. The two-year-time limitation starts as soon as a runner has finished his first 70km+ race.

The Grandmaster shield will display one or more stars depending on the level of achievement accomplished:

- **Grandmaster shield with 1 star = 6x +/- 70km race finishes within 2 years.**

As soon as a runner has achieved Grandmaster status as described above, he/she can earn more stars on his/her badge.

- 2 stars: 10 career ATMs long distance race finishes
- 3 stars: 15 career ATMs long distance race finishes
- 4 stars: 20 career ATMs long distance race finishes

**Note:** the 2- year condition only counts to secure Grandmaster status. Afterwards, the one-star Grandmaster runner can take as many years as he/she wants to complete the next four races (6+4 = 10 career finishes) and obtain a badge featuring 2 stars.

**Note 2:** finishers of stage races will get 1 point for their Grandmaster Quest

**Note 3:** special exceptions: if a race comes close but does not reach the required 70km in distance, it can still be eligible for the Grandmaster Quest if the total elevation gain is above 4000 Hm.

## Kuai Sports Promotions

Unit 1010, Miramar Tower, 132 Nathan Road, Tsim Sha Tsui, Kowloon, Hong Kong  
Tel: +852 8102 2592 / +86 13671843791



## Professional Race registration & Time-Keeping services

All race organisers who join the Asia Trail Master series can optionally make use of our state-of-the-art registration and time-keeping services, offered in multiple languages and with several payment options. Our service provider is none other than Race Timing Solutions (RTS) in Hong Kong, one of the absolute references in Asia for both participant registration and time-keeping services. RTS does time-keeping for the biggest Hong Kong trail races as well as the territory's half marathon road race and triathlon/duathlon and swimming events. It is indeed a privilege to have RTS as a fixed partner of the Asia Trail Master series.

To keep costs down to a minimum, while retaining the quality output one expects from RTS, we now offer remote mobile timing.

- It is a cheap yet effective timing solution for smaller races where the density of runners through checkpoints is not high. Of course, sophisticated timing solutions are also available for high density races.
- Race marshals provided by the organizer install a smartphone app for timing purposes.
- The marshals then key bib numbers into the app as runners pass through checkpoints. A timestamp is recorded with each bib number.
- A "bib gun" is an alternative method
- The data will be sent to our server via the smartphone's mobile data connection.
- We then download and process the data in our Hong Kong headquarter and push the latest updates to our online results portal within just a few minutes.
- Anyone may use a computer or a smartphone to view the Leaderboard or track selected runners as they pass through checkpoints, or obtain live finish line results.

By using RTS, your race results – and checkpoint timings – will be live on the internet for everyone to follow. In addition, automatic links to social media networks, video footage, certificate downloads and supplementary GPS tracking is all possible effortlessly.



### Kuai Sports Promotions

Unit 1010, Miramar Tower, 132 Nathan Road, Tsim Sha Tsui, Kowloon, Hong Kong

Tel: +852 8102 2592 / +86 13671843791



## Coach Majell

### Professional runner & coach

#### Train smarter and enjoy more!

All fans of the Asia Trail Master series can take advantage of the professional expertise of our training and fitness coach Majell Backhausen in 2017.

Majell is an elite level Ultra Distance Trail Runner. He has represented his home Country of Australia at the IAU Ultra Trail World Championships and is an elite athlete on Team Salomon & Suunto and Compressport International.

Runners who wish to boost their game, prepare in the best possible way for their debut on the 100 miles or just the marathon, or simply wish to have more fun during training sessions, go ask Majell! His coaching & consulting offering includes weekly and monthly programmes on running and/or strength & conditioning. One-off special consultation on a specific topic (e.g. on nutrition & hydration, equipment, race preparation strategy, optimal recovery etc.) are also possible.

Race organisers can also recruit Majell for special clinics before or during the event, and he is also available to provide his expert opinion on the technical details and preparation of the event.

#### More details:

<http://www.asiatrailmaster.com/coachmajell/>



### Kuai Sports Promotions

Unit 1010, Miramar Tower, 132 Nathan Road, Tsim Sha Tsui, Kowloon, Hong Kong

Tel: +852 8102 2592 / +86 13671843791



## Sponsors & event partners

Kuai Sports Promotions and the Asia Trail Master series team have secured a number of brand sponsorships and partnerships for the series as a whole. All organisers of races that belong to the Asia Trail Master series can also benefit from this by means of podium and/or participant gifts, discount deals on products and other business, media or hospitality arrangements.

Possibilities can always be discussed at an ad hoc basis.

## Contact

General: [info@asiatrailmaster.com](mailto:info@asiatrailmaster.com)

### English:

Mr. Kris Van de Velde  
Founder & General Manager  
Kuai Sports Promotions Ltd  
Tel: +86 131 2009 2913  
[kris@kuaisports.com](mailto:kris@kuaisports.com)

### 中文 / Mandarin Chinese:

Ms. Valentina Liu / 刘丹  
Vice General Manager & Public Relations  
Kuai Sports Promotions Ltd  
Tel: +86 136 7184 3791  
[kuaisports@126.com](mailto:kuaisports@126.com)



Copyright Kuai Sports Promotions Ltd, Hong Kong. All rights reserved.

Last Update: 20 November 2016

## Kuai Sports Promotions

Unit 1010, Miramar Tower, 132 Nathan Road, Tsim Sha Tsui, Kowloon, Hong Kong  
Tel: +852 8102 2592 / +86 13671843791



## 2016 Key Partners



Kuai Sports Promotions

Unit 1010, Miramar Tower, 132 Nathan Road, Tsim Sha Tsui, Kowloon, Hong Kong

Tel: +852 8102 2592 / +86 13671843791