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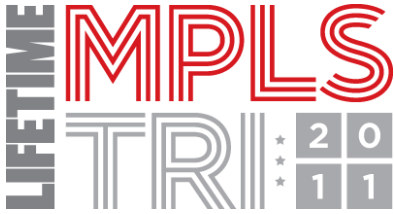


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2011

LIFETIME
MINNEAPOLIS TRIATHLON
**PRO TRIATHLETE
INFORMATION PACKET**

921



Race Date:
July 9, 2011

Visit our website at
MPLStri.com
for more information

Contact:
Meghan Gess
mgess@lifetimfitness.com
952-229-7200

2011 LIFE TIME MINNEAPOLIS TRIATHLON PRO TRIATHLETE INFORMATION PACKET

Registration Requirements

Professional Triathlete Qualifications

To race as a Pro in the Chicago Triathlon, you must meet one of the following criteria:

- USA Pros: Hold a current USA Triathlon Elite Card
- Canadian Pros: Hold a current Canadian Elite Card
- Countries other than US & Canada: Hold a current Elite Card and purchase a USAT one-day permit

Registration for Professionals is complimentary if completed prior to May 9, 2011. You may register online by visiting www.MPLStri.com. Click on the races tab and select Pro from the options provided.

Opportunities for Self-Promotion

Sponsor/VIP Party

Sponsored by Life Time Fitness, our party for event sponsors, professional triathletes and special guests takes place on Thursday, July 7 from 6:00 – 9:00 PM. The party takes place at the Eagan Community Center. Food and drink will be served.

North American Jr. Invitational

Saturday morning the Life Time Minneapolis Triathlon will be hosting the North American Jr. Triathlon Invitation! This is an exciting "race within the race" for Juniors 12-17 years old. We encourage you to make an appearance at this event to cheer on the young triathletes. If you are available for a meet & greet, autograph signing or awards presentation please let us know!

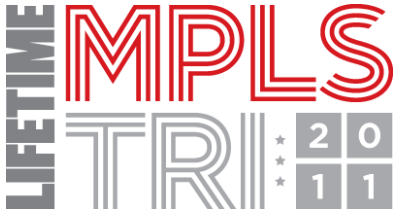
Post Race Party & Awards

Be sure to stick around for the Post Race Party with plenty of free food, drink & live entertainment. The party is open from 9:00am-1:00pm. The Pro awards ceremony is scheduled for 11:00am (subject to change).

Public Relations

If you register early and provide us with your resume and photos, we will put forth the best effort to include you in pre-race print and broadcast media opportunities. Following the race, Interviews will take place at the media zone adjacent to the finish line.





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EVENT INFORMATION

International Distance Course

The race is sanctioned by USA Triathlon and remains "draft-free" with the pros competing on the same International distance bike course as the amateur athletes. The pros start at 7:00am, prior to the amateur waves alleviating any bike congestion. The swim takes place in Lake Nokomis finishing at Lake Nokomis Beach and transitioning to bicycles for a beautiful ride around the parkway alongside the Mississippi River, finishing with a two-lap race on foot around Lake Nokomis.

Accommodations

Our host hotel is the Best Western Dakota Ridge Hotel in Eagan. The Best Western is offering a special Pro Triathlete rate of \$59/night for single or double occupancy. Call Best Western at 651-452-0100 and ask for the **pro rate**. They will be offering breakfast at 3:30am, access to the Eagan Life Time Fitness, airport shuttles, marked training routes and a bike mechanic on site.

<http://www.bestwesternminnesota.com/hotels/best-western-plus-dakota-ridge>

A limited number of home stays are available for Pro triathletes. If you are interested, please email Meghan Gess at mgess@lifetimefitness.com. Space is limited and allocated on a first-come first-serve basis.

Weekend at a Glance

Sponsor/VIP Welcome Party- Including Pro Meeting, Course Talk and "Equalizer" Announcement
Eagan Community Center, 1501 Central Parkway, Eagan, MN 55121

Thursday, July 7 6:00 - 9:00 PM

Multisport & Fitness Expo

Minneapolis Convention Center- Hall E

Friday, July 8 10:00 AM - 9:00 PM

Pro Race Registration & Packet Pickup

Best Western Dakota Ridge, 3450 Washington Drive, Eagan, MN 55122

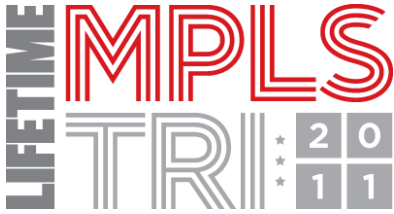
Thursday, July 7 3:00 - 5:00 PM

Friday, August 26 12:00 - 5:00 PM

Minneapolis Triathlon Race Day

Race Site Opens 4:30 AM
Pro-Start (Men & Women) 7:00 AM
Age Group Start 7:15 AM
Post Race Party 9:00 AM - 2:00 PM
Pro Awards 11:00 AM





Pro Prize Money & Awards

Prize Money

We will be awarding a total of \$50,000 In prize money. The prize money will be divided equally between men and women as follows:

1st place	\$12,500	6th place	\$500
2nd place	\$6,250	7th place	\$450
3rd place	\$2,500	8th place	\$375
4th place	\$1,250	9th place	\$325
5th place	\$625	10th place	\$225

Life Time Triathlon Series Primes

Life Time will be awarding \$5,000 in primes as follows:

Swim Prime: \$833 to the fastest swim leg time male & female Pros

Bike Prime: \$833 to the fastest bike leg time male & female Pros

Run Prime: \$833 to the fastest run leg time male & female Pros

Equalizer Bonus

The equalizer is back as part of the 10th Anniversary Celebration. Pro women will start ahead of the pro men, with the differential based on historic finishes across the past ten years. The exact "Equalizer" time will be announced at the Thursday Pro/VIP Party. The first pro man or woman to cross the finish line will be awarded an additional bonus of \$5,000 cash!

US Tax Regulations

Cash awards are subject to US taxes. You must provide proof of a valid US Social Security number and sign an affidavit when you pick up your packet to avoid the 30% US IRS withholding. You will be required to fill out an appropriate tax form (W9, W8, etc.) prior to race weekend. This must be done before collecting your race packet.

Race to the Toyota Cup

Prize Money and Point System

The Chicago Triathlon is one of seven races in the Life Time Triathlon Series Race to the Toyota Cup. The Toyota Cup Champion will walk away with a \$149,000 cash prize as well as a Toyota vehicle. For more information on the series please visit the Toyota Cup website at www.racetothetoyotacup.com.

Visit our website at MPLStri.com for more information.

Or contact:

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