

## Part A – Conduct of Games

### § 7 Player Uniforms

Abs (3)

#### OLD

Clubs must communicate to the EBEL Office in written form, until August 15<sup>th</sup>, of each respective season, which colors their home jersey will have. The visiting club has to base its choice of jerseys on the home club's color. Violations of this rule will be penalized in accordance with the EBEL/AHL Penalty Catalog (Part I). Clubs are not permitted to change the base colors of their jerseys (bright, dark) during ongoing competitions and cannot be negotiated bilateral between both teams of a game. The overview of the jersey colors (home color / second color) which will be established by the league secretary after the layout-deadline is integrative part of the procedure regulations.

#### NEW

Clubs must communicate to the EBEL Office in written form, until July 22<sup>nd</sup>, of each respective season, which colors their home jersey will have. The visiting club has to base its choice of jerseys on the home club's color. Violations of this rule will be penalized in accordance with the EBEL/AHL Penalty Catalog (Part I). Clubs are not permitted to change the base colors of their jerseys (bright, dark) during ongoing competitions and cannot be negotiated bilateral between both teams of a game. The overview of the jersey colors (home color / second color) which will be established by the league secretary after the layout-deadline is integrative part of the procedure regulations.

## Part B – Game Mode

### § 1 Regular Season

Abs (1)

**NEW**

Grouping has changed, Subgroup games

### § 2 (Pre-)Play-Offs

**OLD**

- (1) The teams placed 1-8 after Regular season play the Playoff Quarterfinals in a “Best-of-Seven” series.
- (2) By finishing first after the regular season, the team placed on top of the placement round has earned the right to choose its’ opposition from the teams placed fifth to eighth (“First-pick-right”). The second placed team picks next from the teams left in the 5-to-8-group, then the third placed team picks from the teams left and finally, the team placed fourth after the regular season plays the team that has not been picked yet.
- (3) The Semifinals will feature the four Quarterfinal Winners in a “Best-of-Five” series. The best-placed team after the last Phase of Regular Season still left in the competition plays the lowest seeded team after the regular season and the second best-placed team plays the lower seeded team.
- (4) Both winning Semifinalists play the Finals in a “Best-of-Seven” series
- (5) In Play-Off Games, home ice remains with the better placed team after regular season by the rhythm home/away/home/away/...
- (6) The team reaching three wins in a “Best-of-Five” series, respectively four wins in “Best-of-Seven” series first, wins the respective series.

## NEW

- (1) The teams placed 5-12 after regular season play the Pre-Playoffs in a “best-of-three” series: 5<sup>th</sup>-12<sup>th</sup>, 6<sup>th</sup>-11<sup>th</sup>, 7<sup>th</sup>-10<sup>th</sup> and 8<sup>th</sup>-9<sup>th</sup>.
- (2) The teams placed 1-4 after regular season and the four winners of the Pre-Playoffs play the Playoff Quarterfinals in a “Best-of-Seven” series.
- (3) By finishing first after the regular season, the team placed on top of the placement round has earned the right to choose its’ opposition from the four winners of the Pre-Playoffs (“First-pick-right”). The second placed team picks next from the teams left in group of the Pre-Playoff winners, then the third placed team picks from the two teams left and finally, the team placed fourth after the regular season plays the team that has not been picked yet.
- (4) The Semifinals will feature the four Quarterfinal Winners in a “Best-of-Five” series. The best-placed team after the last Phase of Regular Season still left in the competition plays the lowest seeded team after the regular season and the second best-placed team plays the third best-placed team.
- (5) Both winning Semifinalists play the Finals in a “Best-of-Seven” series
- (6) In (Pre-)Play-Off Games, home ice remains with the better placed team after regular season by the rhythm home/away/home/away/...
- (7) The team reaching two wins in a “best-of-three” series, three wins in a “Best-of-Five” series, respectively four wins in “Best-of-Seven” series first, wins the respective series.

## Part C – AHL Roster Regulation

### § 2 Roster Composition / Roster Notification

#### OLD

The deadline for reporting each team's roster is September 6th, 2017, 12.00 noon; by that time, at least 10 players and 1 goalkeeper (total of all players on 22-man-roster, U20-tk-roster and U24-roster) must be reported. From this time on, at least 10 players and a goalie have to be registered throughout the season.

#### NEW

The deadline for reporting each team's roster is September 12th, 2018, 12.00 noon; by that time, at least 10 players and 1 goalkeeper (total of all players on 22-man-roster, U20-tk-roster and U24-roster) must be reported. From this time on, at least 10 players and a goalie have to be registered throughout the season.

## Part D – Case Book **SEE FULL DOCUMENT**

### Part G – Advertising

#### § 2 Marketing by League Organization

Abs (1) a)

**OLD**

In cases where no league-wide marketing exploitation by the EBEL Organization is realized by April 30th prior to the start of a season, EBEL/AHL clubs may market the advertising space on the kick plate as well as the presentation of the starting six independently in consultation with the EBEL Office. In the marketing of advertising space on the kick plate, it is explicitly necessary to ensure that the yellow base color remains unchanged. Any such proposed designs are to be submitted to the EBEL Office for approval. On conclusion of a league wide agreement, the respective club has to provide the advertising space kick board in the next season to the Erste Bank Eishockey League / Alps Hockey League.

**NEW**

In cases where no league-wide marketing exploitation by the EBEL Organization is realized by **July 31st** prior to the start of a season, EBEL/AHL clubs may market the advertising space on the kick plate as well as the presentation of the starting six independently in consultation with the EBEL Office. In the marketing of advertising space on the kick plate, it is explicitly necessary to ensure that the yellow base color remains unchanged. Any such proposed designs are to be submitted to the EBEL Office for approval. On conclusion of a league wide agreement, the respective club has to provide the advertising space kick board in the next season to the Erste Bank Eishockey League / Alps Hockey League.

#### § 3 Jerseys

Abs (2) b)

**OLD**

AHL: the Alps Hockey League logo 12 cm x 10 cm (W x H) in size, on the left side of the chest. These logos are to be applied using patches provided by the EBEL Office or by printing the logos directly on the jerseys. Other jersey surfaces can be used for advertising purposes.

**NEW**

AHL: the Alps Hockey League logo 12 cm x 10 cm (W x H) in size, on the left side of the chest. These logos are to be applied using patches **provided by the EBEL Office** or by printing the logos directly on the jerseys. Other jersey surfaces can be used for advertising purposes.

Abs (3)

OLD

The drafts of jersey designs must be presented to the EBEL Office for approval by August 15<sup>th</sup> each year.

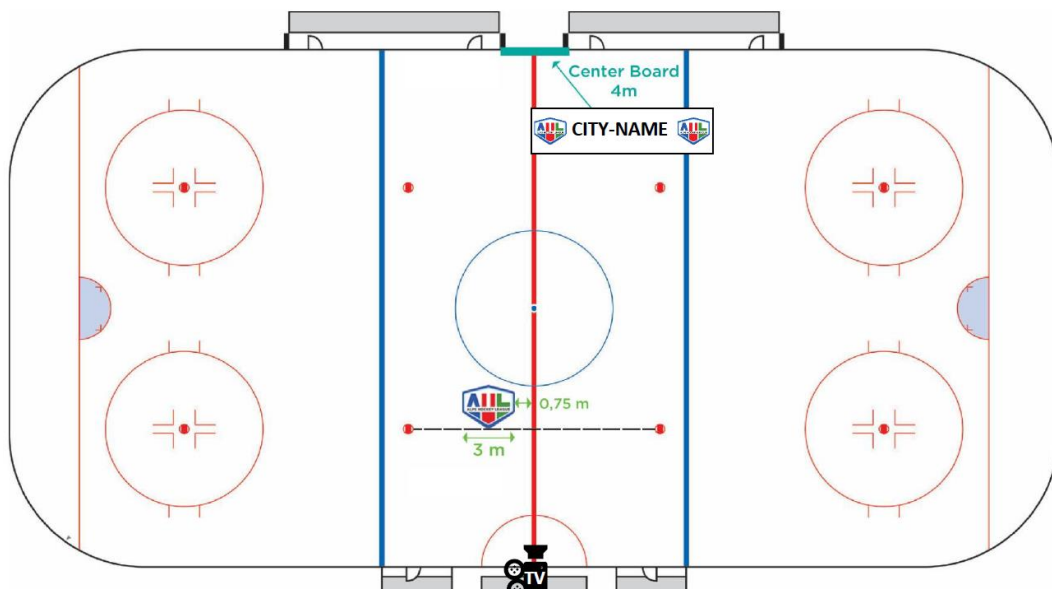
NEW

The drafts of jersey designs must be presented to the EBEL Office for approval by July 22<sup>nd</sup> each year.

§ 6 AHL Centerboard and In-Ice Logo (whole paragraph added to the GameBook)

NEW

- (1) AHL – Centerboard (4m) is required as official advertising-space for AHL. This centerboard has to be placed opposite the TV-camera position at the red line. (see attached file). AHL Organization will send you a specific Club-layout. Costs and production have to be covered by all clubs themselves.
- (2) AHL – LOGO – IN -ICE (3m WIDTH) is required as official advertising-space for AHL. This AHL Logo has to be placed bedside the red line as shown on the picture below. The actual AHL logo must be used.
- (3) Costs and production have to be covered by all clubs themselves.



Part J – TV Production

## Part L – Goalie Measures & Players Equipment

### § 1 AHL Uniform Procedure

Abs (3)

#### OLD

Clubs must communicate to the AHL Office in written form, any time before July 15th - 2017, their jersey, helmet, pants and sock outlay for League approval. The league clubs are engaged to send the layout of all jersey-versions to the EBEL Office before the production. The EBEL Office controls the correct design of the numbers as stated in the regulations, the correct placements of the sponsor-logos as well as the coloring in “bright” and “dark”. It is necessary that colors are used for jerseys with bright basic color as well as for jerseys with dark basic color which can be clearly allocated to the respective color definition (bright / dark). Only after the final approval of the league secretariat jerseys may be used at games of the EBEL. If the produced jerseys have a different color to the color of the layout and in the case of problems by determination of the colors by the TV-Host broadcaster, the referees, the stats people and/or the EBEL hockey operations, the jerseys have to be changed and produced new. The visiting club has to base its choice of jerseys on the home club's color.

#### NEW

Clubs must communicate to the AHL Office in written form, any time before July 22<sup>nd</sup> of each respective season, their jersey, helmet, pants and sock outlay for League approval. The league clubs are engaged to send the layout of all jersey-versions to the EBEL Office before the production. The EBEL Office controls the correct design of the numbers as stated in the regulations, the correct placements of the sponsor-logos as well as the coloring in “bright” and “dark”. It is necessary that colors are used for jerseys with bright basic color as well as for jerseys with dark basic color which can be clearly allocated to the respective color definition (bright / dark). Only after the final approval of the league secretariat jerseys may be used at games of the EBEL. If the produced jerseys have a different color to the color of the layout and in the case of problems by determination of the colors by the TV-Host broadcaster, the referees, the stats people and/or the EBEL hockey operations, the jerseys have to be changed and produced new. The visiting club has to base its choice of jerseys on the home club's color.

## § 2 Marketing Rules

### Abs (1)

OLD

Warm-up jerseys must bear the EBEL logo, 13 cm x 8.3 cm (W x H) – AHL logo 12 cm x 10 cm (W x H) in size, on the left side of the chest. These logos are to be applied using patches provided by the EBEL Office or by printing the logos directly on the jerseys. Other jersey surfaces can be used for advertising purposes.

NEW

Warm-up jerseys must bear the EBEL logo, 13 cm x 8.3 cm (W x H) – AHL logo 12 cm x 10 cm (W x H) in size, on the left side of the chest. These logos are to be applied using patches **provided by the EBEL Office** or by printing the logos directly on the jerseys. Other jersey surfaces can be used for advertising purposes.

### Abs (2) b)

OLD

AHL: the Alps Hockey League logo 12 cm x 10 cm (W x H) in size, on the left side of the chest. These logos are to be applied using patches provided by the EBEL Office or by printing the logos directly on the jerseys. Other jersey surfaces can be used for advertising purposes.

NEW

AHL: the Alps Hockey League logo 12 cm x 10 cm (W x H) in size, on the left side of the chest. These logos are to be applied using patches **provided by the EBEL Office** or by printing the logos directly on the jerseys. Other jersey surfaces can be used for advertising purposes.

### Abs (3)

OLD

The drafts of jersey designs must be presented to the EBEL Office for approval by July 15th each year.

NEW

The drafts of jersey designs must be presented to the EBEL Office for approval by July **22<sup>nd</sup>** each year.