AIPH Regulations for Category C International Horticultural Shows

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Section 1
AIPH Objective and Role

The AIPH objective for international horticultural exhibitions (Expos) is to promote the products of the horticultural industry to the general public, businesses and governments and to increase global appreciation for horticulture in terms of its benefits to individuals and societies.

The role of AIPH is to ensure expos are successful through a defined approval and monitoring process and through regulating the number of permitted expos.

Successful expos will:

- Stimulate the increased use of plants to improve the health and wellbeing of society, the enhancement of the environment and the strengthening of economies.
- Clearly demonstrate society's need for horticulture and the role it plays in linking people with their environment.
- Bring together horticultural excellence from different countries to promote the best knowledge and practice from all over the world and to celebrate cultural and horticultural diversity.
- Promote productivity and international co-operation in professional horticulture

Section 2
AIPH Governance and Regulatory Authority

The International Association of Horticultural Producers (AIPH) is an international non-profit association registered in Brussels, Belgium. Registration number 546.558.178.

The approval and implementation of the AIPH Regulations for International Horticultural Exhibitions is done in accordance with the Charter and Internal Regulations of AIPH as published on the AIPH website www.aiph.org.

AIPH has international responsibility for the approval of international horticultural exhibitions.

Section 3
C Show Category

Expo name	Frequency	BIE approval	Duration	Application period	Specific provisions	Fees
International Horticultural Show	Not more than two at any one time Interval of at least 3 months between respective opening dates when they take place on the same continent and at least 3 weeks on different continents Opening and closing dates must not clash with opening and closing dates of an A1 exhibition	No	Minimum 4 days Maximum 30 days	Application submitted 0.5-5 years before opening date for established annual shows 1-5 years before opening date for new shows and shows that are not annual	Minimum exhibition area of 6,000m2 of which a minimum of 10% is reserved for international participants Minimum of 6 international participants	Financial guarantee: Not applicable License fee: €15,000 (fifteen thousand euro) Or €10,000 (ten thousand euro) if provision of jury members and trophy is excluded See Annex VII for detail

Section 4
Application Process

Application for AIPH recognition must be supported by a Full Member organization of AIPH in the country where the exhibition will be held.

In the case of a country where there is no Full Member of AIPH an application can be submitted without the support of a Full Member of AIPH but AIPH may require further investigative work which will be at the cost of the applicant.

The application must be submitted to the Secretariat General of AIPH at least 6 weeks prior to the next AIPH Exhibitions Committee and General Meeting. The Secretariat General reserves the right not to put forward for approval any application received later than this.

An application will consist of the following documents:

- AIPH questionnaire
- Formal letter of support from the AIPH member (if applicable)
- Formal letter of support from the host city/region
- Formal letter requesting approval from the organization or authority making the application. This should be signed by the most senior person in that organization
- Confirmation that the necessary finance will be provided to deliver the proposed exhibition

The documents will be circulated to all AIPH members prior to the next Exhibitions Committee and General meeting.

The applicant will be invited to make a presentation of the application during the meeting of the AIPH Exhibitions Committee.

Section 5
Approval

AIPH will consider the application in closed session and inform the applicant of the decision at the earliest opportunity. The General Meeting is entitled to grant approval subject to conditions.

In case of annual event, the approval will be renewed yearly, and a license fee will be charged (Section 3)

Section 6
Reporting to AIPH

Class C Exhibitions

Following approval from AIPH, organisers are required to verbally report progress to AIPH meetings and field questions from members. Reports must be presented in English. The frequency of reports required will be specified by the AIPH Secretariat General but will be at least once per year following approval.

Class C exhibitions will not automatically require an on-site inspection in advance of the exhibition. However, AIPH reserves the right to do so in the following circumstances:

- Concerns about progress
- If a complaint is raised by a member of AIPH
- If requested by the organiser
- If the exhibition is new and has never been run before

When an inspection is required then organisers are required to provide, at their cost, the following for up to two AIPH inspectors per visit:

- Hotel accommodation
- Food and drink
- Transportation from point of arrival for the duration of the visit

In addition organisers are required to cover the cost of:

- Travel costs for the inspectors from their home destination. This includes flight costs (minimum of business class for flights over four hours), rail travel and car mileage depending on the form of transport.
- Visa-related expenses for the inspectors, including transport to the closest visa centre, visa and consular fees
- Vaccinations for the inspectors if recommended or mandatory

For any additional inspections required beyond the annual inspections (at request of AIPH or the organiser) then an additional fee per day will be required to cover the additional time cost. Fees will be specified by Secretariat General.

Final Reports
Exhibition organisers are required to submit a final report to the AIPH Secretariat within 90 days of the closing of the exhibition. The report must include the points outlined in Annex V.

Section 7
Sanctions

If, after approval has been granted to an exhibition by AIPH, it transpires that the organizers have not respected the provisions of the regulations, or have respected them only partially, the approval will be withdrawn, and all members of AIPH will be informed of this decision.

In the event that inspection visits highlight serious concerns that could prevent the organisers from achieving the quality of exhibition required by AIPH or if the exhibition fails to meet other obligations to AIPH then AIPH reserves the right to withdraw its approval of the exhibition.

Any decision to withdraw approval would require majority approval by the AIPH General Meeting.

In the event that approval is withdrawn the organisers would be liable to pay to AIPH the full licence fee payment as agreed at the original approval.

When approval is withdrawn the exhibition must remove all reference to AIPH in any communication relating to the event.

Section 8
Services Provided by AIPH

AIPH will provide the following services to approved Class C exhibitions:

- AIPH assists in organizing one International Honorary Jury round and pays for the flight tickets (economy class) and hotel rooms of up to 4 foreign Honorary Jury Members; at least two of them are to be nominated by AIPH.
- AIPH will maintain and make available a list of competent International Honorary Jury members.
- AIPH donates a prize for the International competition. This prize consists of an 'AIPH award trophy'.
- AIPH will encourage its member organizations by all means to participate in the exhibition.
- AIPH will promote the exhibition and seek to gain publicity for the exhibition and for prize winners through the AIPH website, media releases and newsletters.
- AIPH will endeavour to respond to questions relating to technological, infrastructural and horticultural aspects of exhibitions or to recommend appropriate consultancy support.

In exceptional situations the Executive Committee of AIPH can decide to adjust the financial obligations of AIPH. The organizing committee will be informed by AIPH if such a situation occurs.

Section 9
Use of AIPH Brand

AIPH encourages the use of the AIPH brand in association with the promotion and endorsement of exhibitions. Organisers are required to follow the AIPH Brand Use Rules as outlined in Annex VI.

As a minimum the AIPH brand must be used as follows:

- In all promotional material produced for the exhibition
- On the exhibition website (including the homepage), including link to AIPH website
- In all communications to the international network, such as Expo presentations at AIPH, at other exhibitions
- On information provided to exhibitors
- On media releases
- Visible at exhibition entrances

- On exhibition entry tickets
- On a flag displayed

The AIPH brand can be used on merchandise sold from the exhibition. In this case all uses must obtain prior approval from the AIPH Secretariat and may be subject to a royalty charge.

Section 10
Exhibition Requirements

10.1 Opening and Closing Ceremonies

In the case where an Opening Ceremony takes place and a speech is requested from AIPH, then AIPH undertakes to provide a representative to make a speech in English. The speech will be delivered by the AIPH Secretary General, the AIPH President or an alternative senior AIPH office holder.

Organisers are required to provide, at their cost, the following for the AIPH officer delivering the speech:

- Hotel accommodation
- Food and drink
- Transportation from point of arrival for the duration of the visit

In addition organisers are required to cover the cost of:

- Travel costs from their home destination. This includes flight costs (minimum of business class for flights over four hours), rail travel and car mileage depending on the form of transport.
- Visa-related expenses for the speaker and accompanying person, including transport to the closest visa centre, visa and consular fees
- Vaccinations for the speaker and accompanying person if recommended or mandatory

10.2 International Participation

Participants from all countries should be allowed to participate in an international horticultural exhibition under the same conditions in order to permit an unprejudiced comparison between the products of the different countries.

To that end it is necessary that the products of foreign participants can be exhibited as unhindered by measures and restrictions of customs and phytosanitary rules as products from the organizing country. Products to be displayed should be allowed at the exhibition in their original state (e.g. kind and form of the products, substrates, container growth, varieties and species) and there must be no discrimination between participants from the host country and foreign participants in the international section of an exhibition.

The AIPH member associations should support only those horticultural exhibitions or shows of a specialized horticultural nature which have been recognized by the General Meeting of AIPH after consultation with the AIPH Exhibitions Committee. In the event of a conflict between exhibitions, AIPH members are obliged to give preference to participation in the exhibition recognized by AIPH.

All exhibitors must be approved by a Committee established by the organizer. This can include the AIPH member (where there is one) from the country which wishes to participate in an international horticultural exhibition.

10.3 Competitions

Competitions are an important component of horticultural exhibitions. They stimulate the interest of both participants and visitors; they provide incentive for exhibitors and enable organizers to reward excellence.

Organizers of international horticultural exhibitions are therefore required to include competitions in their events, to make efficient arrangements for their judging and to award appropriate prizes to those whose exhibits are of exceptional quality. Organizers are required to provide information about these aspects when answering the application questionnaire and their response will be taken into account in the review procedure. However, AIPH recognizes that arrangements for these activities will differ between exhibitions. Therefore, recommendations have been prepared for the guidance of organizers (Annex VII).

The organizers are obliged to send to the AIPH secretariat details of the regulations relating to their competitions not later than six months prior to the opening of the exhibition concerned. AIPH will respond with required amendments within one month of submitting the regulations. Organizers are required to accept the amendments requested.

The organizers must guarantee that all exhibitors who participate in an international exhibition will be entitled, without discrimination of nationality, to participate in all the competitions which are organized by the organizing committee and to be eligible for prizes awarded by this committee.

An international jury is to be organized as outlined in Section 8 and procedures for dealing with jury members are outlined in Annex VII.

10.4 Obligations to participants

The organizers must notify the conditions for participation, and submit them in the English language to AIPH for approval:

- at least one year before the opening of C Class exhibitions.

10.4.1 Transport Costs

The organizers shall undertake to contribute to the costs of two-way transport of plants and materials necessary for the building of the stands.

The minimum contribution to these costs shall be reimbursement of the two-way trip from the national border (customs post, port, airport) to the location of the exhibition.

These costs are calculated on the basis of transport rates applicable in the host country.

No payment shall be due for the return leg of the journey:

- for cut flowers;
- if the plants on the exhibition stand are sold in the country where the exhibition is taking place.

10.4.2 Customs Formalities

Exemption from customs which is normally granted for exhibitions products must be ensured. Moreover, it is recommended that each country should also endeavor to obtain exemption from custom duties in

the country in which the exhibition is held for products exhibited which will be offered free and will remain in that country.

All possible facilities concerning customs clearance must be provided, both for importation and re-exportation.

10.4.3 Plant Health

The organizers of the exhibition must guarantee 6 months before the start of exhibition that measures are in place with the plant health authorities to minimize problems for participants and that clear guidance has been provided to participants to ensure they can comply with national phytosanitary rules.

Phytosanitary checks must be made without causing loss of time, preferably on the exhibition site.

10.4.4 Stand Equipment and Staging

The exhibition hall and grounds must be made available to the collective and individual country exhibitor without charge. The organizers of the exhibition must supply at no cost the materials which are necessary for exhibition purposes (substrate, soil, water, electricity, wi-fi, etc.) in the stand or the exhibition ground. If it is necessary to heat exhibition halls to 20-22 degrees centigrade then this must be provided at no charge.

These conditions must also be applicable to personnel employed for heavy work and made available by the organizers. The costs of the personnel employed in the erection and finishing off of stands or the preparation of the exhibition area can be paid by the exhibitors.

The maintenance during the exhibition of products exhibited in exhibition halls is the responsibility of the exhibitor.

10.4.5 Insurance

Organizers of and exhibitors at international horticultural exhibitions must take out an insurance for civil liability.

10.4.6 Financial compensation

Organizers are required reduce the cost of exhibiting for participants. This can be done either by contributing to the cost of construction and maintenance or offering money prizes.

<u>Overall amount of money prizes</u>

Organizers who decide to award money prizes must consult the AIPH Secretariat on the overall value of money prizes to be awarded for an exhibition.

10.4.7 Advertising other exhibitions

The organizers of AIPH registered exhibitions must allow the organizers of other AIPH registered exhibitions to place advertising signs in the stand of their country, or in the immediate vicinity of their stand.

The scale and content of such advertising/information should be agreed between the organizer and the exhibitor.

In the absence of the country where an exhibition being promoted is to take place, the organizers shall provide space for advertising, in a place which is accessible to the public.

Any costs in connection with such advertising will be met by the exhibition arranging it.

10.4.8 Promotion

The exhibition is required to provide information for the international media relating to the exhibition and to enable it to be promoted worldwide. There must be a clear media contact point with information available in appropriate languages, including English.

10.4.9 Exhibition Regulations for Participants

The organizer of an international exhibition has to inform the international exhibitors about the rules and regulations of working permits.

Section 11
Rules for Participation

11.1 Sponsorship

All participants in AIPH recognized exhibitions shall be free to negotiate financial and other support from third parties, provided that support is permissible under the legislation of the host country.

Organizers of all exhibitions recognized by AIPH shall include in their conditions for participation full details of any restrictions which will apply to the display of advertisements, the distribution of literature and any other activities intended to promote products and services other than those exhibited by the participant.

These conditions shall permit participants to promote such products and services, but the organizers are entitled to limit the inclusion of or reference to them to a maximum of 5% of the total surface area of the exhibit itself.

As far as publicity is made within the exhibition, sponsorship agreements concluded by exhibitors may not be conflicting with the sponsorship interests of the organizer of the exhibition nor with the image of the exhibition.

On collective country exhibits of exhibitions, the sale of national products which might be in conflict with agreements of the organizer made with sponsors must be allowed.

11.2 Commercial activities

Retail sales on the stand are permitted. However, these must not exceed 20% of the total covered area of the exhibit or 100 m^2, whichever is the smallest area. For stands that are larger than 2000 m^2 then the area allocated for retail sales should be determined through negotiation between organizer and exhibitor. Any product sold should be related to the exhibit and linked with the exhibiting country and in a way that supports the objectives of the exhibit.

With a view to distribution of commercial information, an information area can be made available ONLY FOR THE TRADE in the NATIONAL stands (stands representing countries, or regions if the country itself is not taking part, or of communities which are representing a country).

An information area is only allowed on national stands with a minimum area of 500 m^2 (or when 500 m^2 was requested but not granted).

The form, layout and design of the information stand must be submitted to the organizers for approval.

The cost of setting up an information stand will be met by the exhibitor.

Section 12
Managing disputes

Disputes between organizers and participants must be submitted to a disputes committee.

This committee shall be composed of representatives of the organizers, of the participants, and AIPH.

Section 13
Exhibition Regulations

Organizers should produce policies which they will follow, covering the following:

- Environment and sustainability
- Ethical practices
- Human rights policy, according to the United Nations Universal Declaration of Human Rights and The Ten Principles of the United Nations Global Compact
- Health and safety
- Emergency Procedures
- Plant health policy in compliance with national legislation

Annexes

Annex V – Final Report Template

Annex VI – AIPH Brand Use Rules

Annex VII – Competition Guidelines

Annex XIII – Fees and guarantees

Annex XIII. Fees and guarantees.

Annex XIII **Fees and guarantees**
License Fee: For all exhibitions, the organizers are bound to pay to AIPH the specified license fee (See section 3). For C-class exhibitions, the fee is fixed at €15,000. This can be lowered to €10,000 in the event that AIPH is requested not to provide international jury members or an AIPH prize. For C Class exhibitions payment of the license fee starts from 2 years ahead of the opening of the exhibition and is due for payment by the following times: • 2 years before opening: 25% of total fee • 1 year before opening: 25% of total fee • 1 month after closing: remaining outstanding fee AIPH is registered for Value Added Tax (VAT) in the United Kingdom. Payment should be made following receipt of invoice which will include the addition of UK VAT for exhibitions organised in the European Union. Penalties: In the event that any payment is not made by the due date then interest will be charged on outstanding debts. As AIPH finances operate from the United Kingdom the interest rate applied will be in accordance with the 2002 amendment to the UK Late Payment of Commercial Debts (Interest) Act 1998. This entitles AIPH to charge an 8% interest rate plus the Bank of England Base Rate. The interest charged will be the sum of these two interest rates.