



AIPH

AIPH Annexes to Regulations for Category A1 International Horticultural Exhibitions

Approved by AIPH General Meeting 30 September 2020

International Association of Horticultural Producers

Horticulture House

19 High Street

Theale

Reading, RG7 5AH

United Kingdom

www.aiph.org

Annexes

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Annex I – On site inspection for A1 Expos – 4 years before opening

| A | REQUIRED | | | |
|-----|--|----------------|--|--------------------|
| | Compliance Criteria | Major or Minor | Score 0: inadequate 1: adequate 2: good 3: excellent | Inspector Comments |
| 1 | Formal | | | |
| 1.1 | For an A1 Exhibition: The BIE application has been submitted | | | |
| 1.2 | For an A1 Exhibition: The process of approval of General Regulations in proceeding in line with BIE timescales | | | |
| 1.3 | For an A1 Exhibition: Formal recognition by BIE has been secured | | | |
| 1.4 | The process of approval of the Exhibition Regulations is proceeding in line with AIPH timescales | | | |
| 2 | Organisation | | | |
| 2.1 | The organisation and organisational structure in charge of the preparation of the Expo has been established | | | |
| 2.2 | The Management Team and Organising Committee has been appointed | | | |

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|-----|--|--|--|--|
| 2.3 | There is documented evidence of the support of the Host City (Section 4 of the AIPH Regulations) | | | |
| 2.4 | There is documented support of the National Government (A1) (Section 4 of the AIPH Regulations) | | | |
| 2.5 | The Business plan / Financial Plan has been approved by AIPH | | | |
| | | | | |
| 3 | Planning | | | |
| 3.1 | A milestone planning covering the following subjects has been established: <ul style="list-style-type: none"> - Construction - Planting - Participants - Cultural Program - Seminars, Workshops, Congresses - Marketing & Communication - Sales & Ticketing | | | |
| 3.2 | Formal planning approval has been granted to allow construction to proceed. | | | |
| 4 | Masterplan | | | |
| 4.1 | The Expo site has been defined | | | |

| | | | | |
|------|---|--|--|--|
| 4.2 | There are no outstanding issues relating to ownership of the Expo site | | | |
| 4.3 | The Masterplan for the Expo site has been completed | | | |
| 4.4. | The Masterplan is in compliance with Section 3, Specific Regulations of the AIPH Regulations A1: min 50ha, max 10% taken up by buildings excluding indoor exhibition, min 5% of exhibition area are reserved for full time international participants. | | | |
| 4.4 | There has been a full review of accompanying infrastructure requirements for the Expo and a project plan and timeline has been developed by the host city and has the support of the host city | | | |
| 5 | Landscape / Planting | | | |
| 5.1 | The Planting plan has been completed along with details of trees and plants to be procured and timescales for planting | | | |
| 5.2 | A minimum of 80% of the required trees have been sourced and selected | | | |
| 5.3 | Soil Analysis has been completed based on a soils risk assessment. Plan has been produced to address any soil quality, nutritional or contamination (i.e. chemical or weed/pest) concerns | | | |

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| 6 | Construction | | | |
| 6.1 | Accompanying infrastructure projects in the host city have commenced in line with documented timeline | | | |
| 6.2 | The construction undertaken is in line with a documented construction plan (min 90%) | | | |
| | | | | |

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|------|--|--|--|--|
| 7 | Participants | | | |
| 7.1 | A clear documented and timed plan is in place for the invitation of participants | | | |
| | | | | |
| 8 | Events | | | |
| | N/A | | | |
| | | | | |
| 9 | Operations | | | |
| 9.1. | Traffic Management Concept has been approved | | | |
| | | | | |

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|------|---|--|--|--|
| 10 | Marketing & Communications | | | |
| 10.1 | Attendance projection and Design Day Analysis has been completed | | | |
| 10.2 | <p>A masterplan for the exhibition and events (Experience Concept has been established:</p> <ul style="list-style-type: none"> - Expo Park (highlights concerning design and planting, - International Participants - National Participants - Cultural Program - Art - Knowledge Exchange (seminars, workshops, symposia, congresses - B2B (B2B meetings, matchmaking events, etc) - Kids (playgrounds, educational activities) | | | |
| 10.3 | The Corporate Identity Process has been completed | | | |
| | | | | |
| 11 | Sales & Ticketing | | | |
| | N/A | | | |
| B | RECOMMENDED | | | |

| | Compliance Criteria | Major or Minor | Score 0: inadequate 1: adequate 2: good 3: excellent | Inspector Comments |
|-----|--|-----------------------|---|---------------------------|
| 1 | Formal | | | |
| 1.1 | For an A1 Exhibition: Special Regulations are under development and the process of approval is in line with BIE timescales | | | |
| 1.2 | Competition Regulations under development and the process of approval is in line with AIPH timescales | | | |
| | | | | |
| 2 | Organisation | | | |
| | N/A | | | |
| | | | | |
| 3 | Planning | | | |
| | N/A | | | |
| | | | | |

| | | | | |
|-----|---|--|--|--|
| 4 | Masterplan | | | |
| | N/A | | | |
| | | | | |
| 5 | Landscape / Planting | | | |
| | The landscape development and planting are in line with documented timeline | | | |
| | | | | |
| 6 | Construction | | | |
| | N/A | | | |
| | | | | |
| 7 | Participants | | | |
| 7.1 | Prepared plan for the invitation of the international participants? | | | |
| 7.2 | Prepared plan for the invitation of the national participants? | | | |
| | | | | |
| 8 | Events | | | |

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|------|---|--|--|--|
| 8.1 | Plan for cultural activities and art under development | | | |
| 8.2 | Plan for Conferences & Seminars under development | | | |
| 8.3 | Plan for B2B and Match Making under development | | | |
| | | | | |
| 9 | Operations & Security | | | |
| 9.1 | Operations and Security Concept under development | | | |
| | | | | |
| 10 | Marketing & Communications | | | |
| 10.1 | Marketing Plan approved | | | |
| 10.2 | Preview Concept for the citizens and potential partner of the exhibition has been developed | | | |
| | | | | |
| 11 | Sales & Ticketing | | | |
| 11.1 | Sponsoring plan approved | | | |
| 11.2 | Ticketing plan approved | | | |

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| C | OUTSTANDING NONCONFORMITIES FROM PREVIOUS INSPECTIONS | | | |
|---|---|----------------|--|--------------------|
| | Compliance Criteria | Major or Minor | Score 0: inadequate 1: adequate 2: good 3: excellent | Inspector Comments |
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Annex II – On site inspection for A1 Expos – 3 years before opening

| A | REQUIRED | | | |
|-----|--|----------------|--|--------------------|
| | Compliance Criteria | Major or Minor | Score 0: inadequate 1: adequate 2: good 3: excellent | Inspector Comments |
| 1 | Formal | | | |
| 1.1 | For an A1 Exhibition: The General Regulations are approved by AIPH and BIE | | | |
| 1.2 | For an A1 Exhibition: The process of approval of Special Regulations is proceeding in line with BIE timescales | | | |
| 1.3 | For an A1 Exhibition: The Exhibition is recognized by the BIE | | | |
| 1.4 | The process of approval of the Exhibition Regulations in proceeding in line with AIPH timescales | | | |
| | | | | |
| 2 | Organisation | | | |
| 2.1 | The further development of the organisation is in line with the documented timeline | | | |

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|-----|--|--|--|--|
| 3 | Planning | | | |
| 3.1 | The project planning contains no major risks that endanger the opening date. | | | |
| 3.2 | The planning for the accompanying projects in the host city contains no major risks that endanger the opening date | | | |
| | | | | |
| 4 | Masterplan | | | |
| | N/A | | | |
| | | | | |
| 5 | Landscape / Planting | | | |
| 5.1 | The development of a detailed plantings plan (trees, shrubs, perennials, annuals, flower bulbs, potted plants) is in line with the documented timeline | | | |
| 5.2 | The landscape development and planting activities are in line with documented timeline | | | |
| 5.3 | A landscape maintenance plan taking into account the soil analysis and a watering system has been developed | | | |
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|-----|--|--|--|--|
| 6 | Construction | | | |
| 6.1 | The construction works concerning the infrastructure development are in line with the documented timeline | | | |
| 6.2 | The construction works concerning the permanent buildings are in line with the documented timeline. | | | |
| 6.3 | Accompanying infrastructure projects in the host city are in line with documented timeline | | | |
| | | | | |
| 7 | Participants | | | |
| 7.1 | The invitation of the official participants / international has been sent out by the national Government | | | |
| 7.2 | The invitation of the national participation has been sent out by the organiser | | | |
| | | | | |
| 8 | Events | | | |
| 8.1 | <p>The development of the events project is in line with the documented timeline</p> <ul style="list-style-type: none"> - Project Management & Organisation - Plan for cultural activities and art - Plan for conferences and seminars - Plan for B2B & Match Making | | | |

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| 9 | Operations | | | |
| 9.1 | <p>The development of the Operations & Security Concept is in line with the documented timeline</p> <ul style="list-style-type: none"> - Project Management & Organisation - Security Concept - Cooperation with Police - Cooperation with the Fire Brigade - Cooperation with the local Hospital - Guest relations & guest services - Crowd management | | | |
| | | | | |
| 10 | Marketing & Communications | | | |
| 10.1 | The marketing and PR measures are in line with the approved marketing plan | | | |
| | | | | |
| 11 | Sales & Ticketing | | | |
| 11.1 | The acquisition of project partners and sponsors is in line with the documented planning | | | |
| B | RECOMMENDED | | | |

| | Compliance Criteria | Major or Minor | Score 0: inadequate 1: adequate 2: good 3: excellent | Inspector Comments |
|-----|---|-----------------------|---|---------------------------|
| 1 | Formal | | | |
| 1.2 | The process of approval of Competition Regulations in proceeding in line with AIPH timescales | | | |
| | | | | |
| 2 | Organisation | | | |
| 1.1 | For an A1 Exhibition: The Commissioner General has been appointed by the National Government | | | |
| | | | | |
| 3 | Planning | | | |
| | N/A | | | |
| | | | | |
| 4 | Masterplan | | | |

| | | | | |
|---|---|--|--|--|
| | The development of a Masterplan for the Indoor Exhibition is in line with the documented timeline | | | |
| | | | | |
| 5 | Landscape / Planting | | | |
| | N/A | | | |
| | | | | |
| 6 | Construction | | | |
| | N/A | | | |
| | | | | |
| 7 | Participants | | | |
| | N/A | | | |
| | | | | |
| 8 | Events | | | |
| | N/A | | | |
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|------|---|--|--|--|
| 9 | Operations & Security | | | |
| | N/A | | | |
| | | | | |
| 10 | Marketing & Communications | | | |
| | N/A | | | |
| | | | | |
| 11 | Sales & Ticketing | | | |
| 11.1 | The development of the ticketing and ticket sales concepts are in line with the documented planning | | | |
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| C | OUTSTANDING NONCONFORMITIES FROM PREVIOUS INSPECTIONS | | | |
|---|---|----------------|--|--------------------|
| | Compliance Criteria | Major or Minor | Score 0: inadequate 1: adequate 2: good 3: excellent | Inspector Comments |
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Annex III – On site inspection for A1 Expos – 2 years before opening

| A | REQUIRED | | | |
|-----|---|----------------|--|--------------------|
| | Compliance Criteria | Major or Minor | Score 0: inadequate 1: adequate 2: good 3: excellent | Inspector Comments |
| 1 | Formal | | | |
| 1.1 | For an A1 Exhibition: The Special Regulations are approved by AIPH and BIE | | | |
| 1.2 | For a B Exhibition: The Exhibition Regulations are approved by AIPH | | | |
| 1.3 | The process of approval of Competition Regulations is proceeding in line with AIPH timescales | | | |
| | | | | |
| 2 | Organisation | | | |
| 2.1 | The further development of the organisation is in line with the documented planning | | | |
| 2.2 | A1: The Commissioner General has been appointed by the National Government | | | |
| | | | | |
| 3 | Planning | | | |

| | | | | |
|-----|--|--|--|--|
| 3.1 | The project planning contains no major risks that endanger the opening date. | | | |
| 3.2 | The planning for the accompanying projects in the host city contains no major risks that endanger the opening date | | | |
| | | | | |
| 4 | Masterplan | | | |
| 4.1 | The development of a Masterplan for the Indoor Exhibition is in line with the project planning | | | |
| 4.2 | The design of the temporary buildings and the development of the public design concept are in line with documented timeline | | | |
| | | | | |
| 5 | Landscape / Planting | | | |
| 5.1 | The development of a detailed plantings plan (trees, shrubs, perennials, annuals, flower bulbs, potted plants) is in line with the documented timeline | | | |
| 5.2 | The landscape development and planting activities are in line with documented timeline | | | |
| 5.3 | The quality of the planting is in line with the objectives of the exhibition | | | |
| | | | | |

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|-----|--|--|--|--|
| 6 | Construction | | | |
| 6.1 | The construction works concerning the infrastructure development are in line with the documented timeline | | | |
| 6.2 | The construction works concerning the permanent buildings are in line with the documented timeline. | | | |
| 6.3 | The construction works concerning the temporary infrastructure and building are in line with the documented planning | | | |
| 6.3 | Accompanying infrastructure projects in the host city are in line with documented timeline | | | |
| | | | | |
| 7 | Participants | | | |
| 7.1 | The invitation process of the official/international participants is in line with the documented planning | | | |
| 7.2 | The invitation process of the national participants is in line with the documented planning | | | |
| | | | | |
| 8 | Events | | | |
| 8.1 | The development of the events project is in line with the documented timeline | | | |

| | | | | |
|------|---|--|--|--|
| | <ul style="list-style-type: none"> - Project Management & Organisation - Plan for cultural activities and art - Plan for conferences and seminars - Plan for B2B & Match Making | | | |
| | | | | |
| 9 | Operations | | | |
| 9.1 | The Operations & Security Concept has been approved | | | |
| 9.2 | The contracting of the operational services is in line with the documented timeline | | | |
| | | | | |
| 10 | Marketing & Communications | | | |
| 10.1 | The marketing and PR measures are in line with the approved marketing plan | | | |
| | | | | |
| 11 | Sales & Ticketing | | | |
| 11.1 | The acquisition of project partners and sponsors is in line with the documented planning | | | |
| 11.2 | The ticketing and ticket sales concept has been approved | | | |
| 11.3 | The contract with the ticketing partner / for the ticketing system has been signed | | | |

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| B | RECOMMENDED | | | |
|---|----------------------------|-----------------------|--------------|---------------------------|
| | Compliance Criteria | Major or Minor | Score | Inspector Comments |
| 1 | Formal | | | |
| | | | | |
| 2 | Organisation | | | |
| | | | | |
| 3 | Planning | | | |
| | | | | |
| 4 | Masterplan | | | |
| | | | | |
| 5 | Landscape / Planting | | | |
| | | | | |
| 6 | Construction | | | |
| | | | | |
| 7 | Participants | | | |

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|----|----------------------------|--|--|--|
| | | | | |
| 8 | Events | | | |
| | | | | |
| 9 | Operations & Security | | | |
| | | | | |
| 10 | Marketing & Communications | | | |
| | | | | |
| 11 | Sales & Ticketing | | | |
| | | | | |

| C | OUTSTANDING NONCONFORMITIES FROM PREVIOUS INSPECTIONS | | | |
|---|---|----------------|--|--------------------|
| | Compliance Criteria | Major or Minor | Score 0: inadequate 1: adequate 2: good 3: excellent | Inspector Comments |
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Annex IV – On site inspection for A1 Expos – 1 year before opening

| A | REQUIRED | | | |
|-----|--|----------------|--|--------------------|
| | Compliance Criteria | Major or Minor | Score 0: inadequate 1: adequate 2: good 3: excellent | Inspector Comments |
| 1 | Formal | | | |
| 1.1 | The Competition Regulations have been approved by AIPH | | | |
| | | | | |
| 2 | Organisation | | | |
| 2.1 | The further development of the organisation is in line with the documented planning | | | |
| | | | | |
| 3 | Planning | | | |
| 3.1 | The project planning contains no major risks that endanger the opening date. | | | |
| 3.2 | The planning for the accompanying projects in the host city contains no major risks that endanger the opening date | | | |

| | | | | |
|-----|---|--|--|--|
| 4 | Masterplan | | | |
| 4.1 | The Masterplan for the Indoor Exhibition has been approved | | | |
| 4.2 | The design of the temporary buildings and the development of the public design has been approved | | | |
| | | | | |
| 5 | Landscape / Planting | | | |
| 5.1 | The plantings plan has been completed | | | |
| 5.2 | The landscape development and planting activities are in line with documented timeline | | | |
| 5.3 | The quality of the planting is in line with the objectives of the exhibition | | | |
| 5.4 | A minimum of 80 % of the total planting has been sourced and selected | | | |
| 5.5 | The development and contracting of the landscape maintenance is in line with the documented timeline | | | |
| | | | | |
| 6 | Construction | | | |
| 6.1 | The construction works concerning the infrastructure development are in line with the documented timeline | | | |

| | | | | |
|-----|---|--|--|--|
| 6.2 | The construction works concerning the permanent buildings are in line with the documented timeline. | | | |
| 6.3 | The construction works concerning the temporary infrastructure and buildings are in line with the documented planning | | | |
| 6.4 | Accompanying infrastructure projects in the host city are in line with documented timeline | | | |
| 6.5 | The preparation of the participants areas (outdoor and indoor) are in line with the documented timeline | | | |
| | | | | |
| 7 | Participants | | | |
| 7.1 | The invitation process of the official/international participants is in line with the documented planning | | | |
| 7.2 | The invitation process of the national participants is in line with the documented planning | | | |
| 7.3 | Is the number of participants in line with Section 3, of the AIPH Regulations: A1: Minimum 10 participating countries | | | |
| 7.4 | An organisation coordinating the participants services defined in the Exhibition / General / Special Regulations has been established | | | |
| 7.5 | The concept for the National Days has been approved | | | |
| | | | | |

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|------|---|--|--|--|
| 8 | Events | | | |
| 8.1 | The development and contracting of the events project are in line with the documented timeline <ul style="list-style-type: none"> - cultural activities and art - conferences and seminars - B2B & Match Making | | | |
| | | | | |
| 9 | Operations | | | |
| 9.1 | The contracting of the operational services is in line with the documented timeline | | | |
| 9.2 | A concept for a test day / soft opening has been developed | | | |
| | | | | |
| 10 | Marketing & Communications | | | |
| 10.1 | The marketing measures are in line with the approved marketing plan | | | |
| | | | | |
| 11 | Sales & Ticketing | | | |
| 11.1 | The contracting of tour operators is in line with the documented timeline | | | |

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|------|--|--|--|--|
| 11.2 | The realization and implementation of the ticketing system is in line with the documented timeline | | | |
|------|--|--|--|--|

| B | RECOMMENDED | | | |
|---|----------------------|----------------|--|--------------------|
| | Compliance Criteria | Major or Minor | Score 0: inadequate 1: adequate 2: good 3: excellent | Inspector Comments |
| 1 | Formal | | | |
| | | | | |
| 2 | Organisation | | | |
| | | | | |
| 3 | Planning | | | |
| | | | | |
| 4 | Masterplan | | | |
| | | | | |
| 5 | Landscape / Planting | | | |
| | | | | |
| 6 | Construction | | | |

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| 7 | Participants | | | |
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| 8 | Events | | | |
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| 9 | Operations & Security | | | |
| | | | | |
| 10 | Marketing & Communications | | | |
| | | | | |
| 11 | Sales & Ticketing | | | |
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| C | OUTSTANDING NONCONFORMITIES FROM PREVIOUS INSPECTIONS | | | |
|---|---|----------------|--|--------------------|
| | Compliance Criteria | Major or Minor | Score 0: inadequate 1: adequate 2: good 3: excellent | Inspector Comments |
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Annex V - Final Report on International Horticultural Exhibitions Approved by AIPH

Requirements This Annex is an integral part of the Regulations and contains contractual requirements to the Expo Organizer.

Exhibition organiser is required to write a Final Report and fill in the Valuation Questionnaire 1 and send them to AIPH Secretariat general within ninety days of the closure of the event as a digital file (i.e. PDF). Final report is a public document that can be shared electronically and placed onto the AIPH website. Valuation Questionnaires 1 and 2 are for the attention of AIPH Secretariat.

The Final Report shall be presented at the following AIPH Meeting or Conference.

The Valuation Questionnaires will be required to be filled in twice: within ninety days of the closure of the event and three years after the closure of the event.

Purpose The objective of the Final Report & the Valuation Questionnaires is to provide a summary of the realization and execution of the International Horticultural Exhibition. The Final Report serves as accountability report for the stakeholders of the Expo. It should allow to:

- Provide information for future Expo organizers that will be useful in preparation, planning and running of their Expos
- Help future Expo organizers identify potential Expo impacts and legacy to maximize the Expo benefits for the host city and country
- Create a comparable benchmark across future Expos and measure the Expo benefits in the most accurate way possible, while taking into account local specificities and the individual nature of each Expo

Contents This Annex contains further guidance on **methodology** and **deliverables** of:

- the Final Report
- the Valuation Questionnaires

1. Final Report

– The following sections must be included in your Final Report. They may, however, have different titles and order, cover more aspects than those specifically requested. Providing your Final Report, you certify the exactitude of data as per your agreement with AIPH in accordance with the Regulations and Hosting Agreement.

EXAMPLE TABLE OF CONTENTS

Congratulatory Statements

1. Executive Summary
2. Brief Information / Facts and Figures / Statistics / Curiosities

Fill in the 'People who Made it' table attached

Minimum required information:

- Location
- Dates of opening and closing and operational hours
 - Start date
 - End date
 - Total number of days
-
- Organization responsible
- AIPH category
- Theme
- Total attendance - number of visitors

Minimum required information:

- What was the total number of visitors to the Expo? This includes counting 1 person multiple times if they visited on multiple occasions. For example, if 1 person visited 3 times in 2 days, that would count as 3.
- What was the total number of unique visitors? Only counts an individual once for the entire Expo. For example, if 1 person visited 3 times in 2 days, that would only count as 1.
- How many unique visitors were Locals, Domestic and International? (Locals: from the host city and surrounds; Domestic: from the rest of the country, excluding Locals; International: from any other countries).
Locals:
Domestic:
International:
- On average, how many days did people attend the Expo based on where they were from? For example, if there were two local visitors, one visiting on 10 separate days and another local visiting for 2 separate days, the average would be 6 days for the locals.
Locals:
Domestic:

- International:
 - What estimated percentage of people travelled to the host city with the main purpose of attending the Expo?
 - Locals:
 - Domestic:
 - International:
- Total area of exhibition site, in ha
 - Use of the site after the closing of the exhibition (i.e. legacy)
 - Area of structure used for short/indoor shows (Categories A1 and B only)
 - Number of short/indoor shows held (A1 and B only)
 - Number of events: cultural programs, conferences, trade missions, etc
3. Organization
 4. The Idea and Concept of the Exhibition
 5. Post Expo Concept
 6. Exhibition Area
 - a. Masterplan
 - b. Landscape & Planting (design concept, planting, maintenance, ...)
 - c. Infrastructure and transport inside the Expo site (streets, pathways, parking, vehicles, energy....) **Fill in the 'Expo infrastructure and transport' table attached**
 - d. Buildings (permanent, temporary, functions, ...)
 - e. Exhibition Areas **Fill in the 'Expo Areas' table attached**
 - f. Public Design
 - g. Infrastructure and transport in the Host City, outside the Expo site (train station, airport, highways, planting, ...)
 7. Participants
 - a. Official Participants

Minimum required information:

 - Number of countries which participated:
 1. throughout the exhibition
 2. in indoor/short shows
 - Total area occupied by exhibits remaining throughout the exhibition:
 1. from the host country (outdoor/indoor)
 2. from official participants (outdoor/indoor)
 3. from international participants (outdoor/indoor)
 4. International Participants
 5. National Participants
 6. Indoor Exhibition
 - Other Aspects
 1. Were the transport costs of exhibitors reimbursed in accordance with AIPH Guidelines?
 2. Were special arrangements made for the inspection of plant material imported by exhibitors near or at the exhibition site?

3. How many international participants included information stands in or associated with their exhibits?
 - b. International Participants
 - c. National Participants
 - d. Indoor Exhibition
8. College of Commissioners General / Steering Committee
9. Competitions

Minimum required information:

- Were regulations for the organization of competitions and the award of prizes sent to AIPH-members and the General Secretariat?
 - Was an International Honorary Jury appointed in accordance with the AIPH Guidelines?
 - Who were the members of the jury?
 - Were technical juries or panels appointed?
 - What was the total value of money prizes awarded? (B category only)
 - What total sum was paid to exhibitors in compensation for the depreciation of their plant material?
 - Have these sums been paid to exhibitors entitled to them?
10. Conferences / Workshops / Business to Business
 11. Cultural Program & Art

Fill in the “Organisation and scope of Ceremonies” table attached

- a. The Opening Ceremony
- b. Street Entertainment
- c. Stage Program

Fill in the “Stage Performances” table attached

- d. Highlights
- e. Specials
- f. Kids Program
- g. Art / Exhibitions
- h. The Closing Ceremony

12. Operations

- a. Facility Management & Security
- b. Traffic Management
- c. Transport within and outside the Exposition
- d. Food & Beverage / Retail
- e. Visitor Information & Services
- f. Media Services
- g. Participant Services

13. Marketing and Communications, PR and Media-Statistics

- a. Visitor Structure, Design Day
- b. Theme, Key Visual, Claims, ...
- c. Merchandising
- d. Marketing / Advertisement
- e. Media & PR
- f. Sponsoring / Partner

14. List all national sponsors and partners

- a. Ticket Sales

Please provide detailed ticketing scheme with prices and sales in each category.

15. Reactions & Corrections

- a. Highlights
- b. Visitor Surveys
- c. Criticisms
- d. Complaints
- e. Media feedback
- f. Corrections

16. Budget / Financial Balance

Fill in the 'Expo Budget' table attached

17. Benefits of Organizing the exhibition / Legacy

18. Conclusion

19. Acknowledgements

20. Appendices

Exhibition Regulations / General Regulations

Special Regulations

Competition Regulations

People Who Made it Table

| Stakeholders involved | Number of organizations | Total number of people present at the Expo |
|---|-------------------------|--|
| International Official Participants | | |
| National Official Participants | | |
| Future and former AIPH Horticultural Expo Organizers who were represented at the Expo or visited the Expo | | |
| Expo Organizer, excl contracted Expo Site staff | | |
| AIPH Members | | |
| AIPH Secretariat | | |
| National Sponsors/ Partners | | |
| AIPH Worldwide Sponsors/ Partners | | |
| Contracted Expo Site Staff | | |
| Expo volunteers | | |
| Security | | |
| Press and photographers | | |
| Ticketed visitors | | |
| Non-ticketed visitors | | |
| Any other essential stakeholder not included in this table, that you would like to specify | | |
| Total | | |

Expo infrastructure and transport Table

| Expo Infrastructure and transport Assets | Total number of units | Out of which, number of accessible for reduced mobility | Total transportation capacity in nr of people, if applicable | Total parking lots/ bus depots/ areas for transport in square meters, INSIDE the Expo territory |
|--|-----------------------|---|--|--|
| Streets | | | | |
| Pathways | | | | |
| Outdoor stairs | | | | |
| Outdoor elevators | | | | |
| Indoor stairs | | | | |

| | | | | |
|--|-----------------------|--|--|---|
| Indoor elevators | | | | |
| Bridges | | | | |
| Underground areas | | | | |
| Transport inside the Expo site: please specify: | | | | |
| - Bus/shared car | | | | |
| - Car/ VIP | | | | |
| - Scooter | | | | |
| - Bicycle | | | | |
| - Monorail or light train | | | | |
| - Water transport | | | | |
| - Other | | | | |
| Expo Energy | Capacity (MVA) | Distribution line type (underground, overhead, mixed) | Percentage used, when related to other categories | Percentage to be used in the framework of Expo legacy plan |
| Provided with existing fixed utility/grid power | | | | |
| Provided with new fixed utility/grid power | | | | |
| Temporary electrical cable and electrical distribution | | | | |
| Temporary heating/cooling | | | | |
| Temporary lighting | | | | |

Expo Areas Table

| Expo Areas | Total number of units | Total number in square meters |
|---|------------------------------|--------------------------------------|
| Accesses/Exits (Expo gates) | | |
| Accommodation for International Official Participants | | |
| Accommodation for National Official Participants | | |
| Offices | | |
| Media centers, if any | | |
| International Gardens | | |
| International indoor pavilions | | |
| National Gardens | | |
| National indoor pavilions | | |
| Thematic Gardens | | |
| Thematic pavilions | | |
| Business Gardens | | |
| Business pavilions | | |

| | | |
|---|--|--|
| Other Gardens, not included into any other category | | |
| Other pavilions , not included into any other category | | |
| Open air recreational areas, not included into any other category | | |
| Water areas | | |
| Cultural artefacts, monuments, landmarks, art installations | | |
| Theaters, stages, performance areas | | |
| Amusement park elements, attractions, if any | | |
| Playgrounds and areas specifically for the use of children | | |
| Restaurants, food and drink vendors | | |
| Water fountains | | |
| Medical and emergency points | | |
| Hygiene, Facilities | | |
| Total temporary constructions | | |
| Total permanent constructions | | |
| Total outdoor 'green' area (including all gardens, planted open air areas) | | |
| Total | | |

Organisation and scope of Ceremonies Table

| | Opening Ceremony | Closing Ceremony |
|---|-------------------------|-------------------------|
| Please indicate Venue | | |
| Total spectator capacity | | |
| Number of ceremony performers | | |
| Number of ceremony volunteers | | |
| Number of production staff | | |
| Number of security and other auxiliary staff | | |
| | | |
| Number of heads of states who attended | | |
| Number of High-level officials who attended | | |
| Number of international organizations' representatives who attended | | |

| | | |
|--|--|--|
| Number of foreign countries' (diplomatic) representatives who attended | | |
| Number of other foreign delegations who attended | | |
| Number of national sponsors who attended | | |
| Number of Worldwide AIPH sponsors who attended | | |
| | | |
| Number of artistic segments | | |
| Number of artistic segments of future Expos organizers | | |
| | | |
| Duration | | |

Stage Performances Table, excluding Opening and Closing Ceremony, by Venue

| | |
|--|-------------|
| | Venue name: |
| Total number of stage performances in this venue | |
| Total number of spectators who attended | |
| Total number of performers | |
| Total number of production staff | |
| Total number of security and other auxiliary staff | |
| Total duration of all stage performances, in number of hours | |

Expo Budget Table

| | Amount in local currency | Amount in USD | % |
|-------------------------------------|--------------------------|---------------|---|
| Expenditure | | | |
| Personnel & Organisation | | | |
| Personnel | | | |
| <i>Expo personnel</i> | | | |
| <i>External Personnel</i> | | | |
| other staff related costs | | | |
| Expo Board | | | |
| Commissioner General | | | |
| Housing | | | |
| Finance & Controlling | | | |

| | | | |
|---|--|--|--|
| Contracts / Legal Affairs | | | |
| Subsidies | | | |
| Permits | | | |
| BIE / AIPH | | | |
| Liquidation | | | |
| Marketing & Communications | | | |
| Project Management | | | |
| Corporate Identity / Corporate Design / Brand Management | | | |
| Market research | | | |
| Website & Social media | | | |
| Copywriting | | | |
| Press & Media, Corporate Communication | | | |
| Advertisement | | | |
| Marketing & Promotional Material | | | |
| Expo Publications (Map, Pocket Guide, Expo Book, Architecture) | | | |
| Sales / Sponsoring / Partners | | | |
| Project Management | | | |
| Sponsor attraction | | | |
| Sponsor activation | | | |
| Licences | | | |
| Partners | | | |
| Universities, other Stakeholders | | | |
| Ticketing & Accreditation | | | |
| Project Management | | | |
| Ticket Sales | | | |
| <i>Ticket Partner</i> | | | |
| <i>Promotion Material, Travel Trade Fairs</i> | | | |
| <i>Reseller Contracts</i> | | | |
| Ticketing System | | | |
| <i>Ticketing- & Accreditation System</i> | | | |
| <i>Cash Register / Payment System</i> | | | |
| <i>Operation Ticketing & Access control</i> | | | |
| <i>Operation Accreditationsystem</i> | | | |

| | | | |
|---|--|--|--|
| <i>Cash Transport</i> | | | |
| Participants | | | |
| Project Management | | | |
| Official Participants | | | |
| National Horticultural Sector | | | |
| National participants | | | |
| Expo Initiatives | | | |
| Participant Services | | | |
| Protocol | | | |
| Competitions | | | |
| Events Program | | | |
| Project Management | | | |
| Cultural Program | | | |
| Art | | | |
| Stages and Stage Operation | | | |
| Artist Handling | | | |
| Educational Events | | | |
| Kids Program | | | |
| B2B, Seminars, Workshops, Symposia, ... | | | |
| Operations | | | |
| Project Management | | | |
| Personel & Training | | | |
| Preview | | | |
| Visitor Services / Hospitality | | | |
| Food & Beverage / Retail / Services | | | |
| Security | | | |
| Fire Brigade | | | |
| First Aid & Medical Services | | | |
| Traffic and Parking | | | |
| Facility Management | | | |
| <i>Project Management</i> | | | |
| <i>Operations + Service Center</i> | | | |
| <i>Cleaning</i> | | | |
| <i>Waste Management</i> | | | |
| <i>Technical Facility Management</i> | | | |

| | | | |
|---|--|--|--|
| Logistics & Mobility Energy / Water / IT / ... | | | |
|---|--|--|--|

| Surrounding Infrastructure (outside Expo territory) | | | |
|---|--|--|--|
| Roads (including High Speed) Bridges or Tunnels for vehicles or trains Trains (including High Speed) Railway Stations Airport Air Routes Seaport Other Transportation (please specify) Any other infrastructure and transport that is not listed above but received budget allocation | | | |

| Expo infrastructure and areas (inside Expo territory) | | | |
|---|--|--|--|
| Streets Pathways Outdoor stairs Outdoor elevators Indoor stairs Indoor elevators Bridges Underground areas Transport inside the Expo site: please specify: - Bus/shared car - Car/ VIP - Scooter - Bicycle - Monorail or light train - Water transport - Other Accesses/Exits (Expo gates) Accommodation for International Official Participants Accommodation for National Official Participants | | | |

| | | | |
|--|--|--|--|
| Offices | | | |
| Media centers, if any | | | |
| International Gardens | | | |
| International indoor pavilions | | | |
| National Gardens | | | |
| National indoor pavilions | | | |
| Thematic Gardens | | | |
| Thematic pavilions | | | |
| Business Gardens | | | |
| Business pavilions | | | |
| Other Gardens, not included into any other category | | | |
| Other pavilions , not included into any other category | | | |
| Open air recreational areas, not included into any other category | | | |
| Water areas | | | |
| Cultural artefacts, monuments, landmarks, art installations | | | |
| Theaters, stages, performance areas | | | |
| Amusement park elements, attractions, if any | | | |
| Playgrounds and areas specifically for the use of children | | | |
| Restaurants, food and drink vendors | | | |
| Water fountains | | | |
| Medical and emergency points | | | |
| Hygiene, Facilities | | | |
| <hr/> | | | |
| Total temporary constructions | | | |
| Total permanent constructions | | | |
| Total outdoor 'green' area (including all gardens, planted open air areas) | | | |

2. Valuation Questionnaires

The Valuation Questionnaire is designed to create a comparable benchmark across future Expos and measure long-lasting Expo benefits that go beyond aspects covered in the final report and spanning farther in time.

Thus, the Expo organizer or their Representative, as outlined in the Expo Legacy Plan, will be required to fill in the Questionnaire 1: **90 days after the Expo closure** and the Questionnaire 2: **three years after the Expo closure**.

The Valuation Questionnaires will allow Expo organizers and their stakeholders to have an overall vision of the possible Expo impacts and legacy to maximize the Expo benefits for the host city and country. The results of these questionnaires shared with future Expo organizers will offer a means of evaluating the effects of certain decisions and adjust those for the future Expos.

The Valuation questionnaires provide a list of questions in an attempt to measure the **7 key Expo Impact areas**:

1. **Economic Impact**
2. **Enhancing Reputation**
3. **Sustainability**
4. **Developing Cities**
5. **Driving Tourism**
6. **Education and Inspiration**
7. **Institutional Capacity Legacy**

The Expo Organizer must submit the most accurate data in this report and if necessary, contract a research party who would be objective and impartial.

Valuation Questionnaire 1,

within 90 days after the Expo closure

– Please answer the questions in the most accurate manner. By filling in this questionnaire, you certify the exactitude of provided data as per your agreement with AIPH in accordance with the Regulations and Hosting Agreement.

For all local currencies used, please provide an equivalent in USD.

For year calculation,

Before the Expo: count all calendar years (January to December) before the opening date

After the Expo: count all calendar years (January to December) after the closure date

1. Economic Impact

1. Direct Economic Impact

a) Revenues from ticketing

| Ticket Category, including Free tickets | Number of tickets sold/distributed in category | Amount received in local currency | Amount received in USD |
|---|--|-----------------------------------|------------------------|
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| Total | | | |

b) Revenues from sponsorship

| Sponsors | Amount contributed in local currency | Amount contributed in USD | Asset provided |
|----------|--------------------------------------|---------------------------|----------------|
| | | | |
| | | | |
| Total | | | |

| Sponsors contributing with 'value in kind' | Estimated amount contributed in local currency | Estimated amount contributed in USD | Asset provided |
|--|--|-------------------------------------|----------------|
| | | | |
| | | | |
| Total | | | |

c) Revenues from Expo Visitation

| Estimated spend by Expo tourists, per day | Locals, amount spent in local currency | Locals, amount spent in USD | Domestic, amount spent in local currency | Domestic, amount spent in USD | International, amount spent in local currency | International, amount spent in USD |
|---|---|------------------------------------|---|--------------------------------------|--|---|
| Hotels | | | | | | |
| Local transportation other than airfare | | | | | | |
| Merchandise or retail purchases at the Expo | | | | | | |
| Retail purchases outside of the Expo | | | | | | |
| Food and drinks at the Expo | | | | | | |
| Food and drinks outside the Expo | | | | | | |
| Tickets, entertainment and other tours outside the Expo | | | | | | |
| Total | | | | | | |

d) Revenues from donations

| Donors | Amount contributed in local currency | Amount contributed in USD |
|---------------|---|----------------------------------|
| | | |
| | | |
| Total | | |

2. *Employment, Expo city and region*

| Category | Number of people, 5 years before the Expo | Number of people, during the Expo |
|--|---|-----------------------------------|
| Total population | | |
| Total active population (excl children, retired, disabled) | | |
| Out of which, employed | | |
| Out of which, unemployed | | |

3. *Number and size of companies, Expo city and region*

| Category | Number of companies, 5 years before the Expo | Number of companies, during the Expo |
|--|--|--------------------------------------|
| Micro companies (0-9 FTE jobs) | | |
| Small companies (10-49 FTE jobs) | | |
| Medium-sized companies (50-249 FTE jobs) | | |
| Large companies (250+ FTE jobs) | | |

4. *All jobs related to Expo, Expo city and region*

| Category | Number |
|---|--------|
| All jobs related to Expo as annual full-time equivalents (FTEs) | |

5. *Estimated tax revenue generated for the government, including VAT, Expo country*

| Category | Number |
|--|--------|
| Estimated tax revenue generated, including VAT | |

6. *Businesses attracted to the Expo city and region, in direct relation to Expo, Expo city and region*

| Category | Number |
|--|--------|
| Micro companies (0-9 FTE jobs) | |
| Small companies (10-49 FTE jobs) | |
| Medium-sized companies (50-249 FTE jobs) | |
| Large companies (250+ FTE jobs) | |

7. *Impact on the horticultural industry, Expo city and region*

Please provide an estimate impact on sales of plants and flowers.

2. Enhancing Reputation

1. Foreign organisations established in Expo city and region

| Category | Number: 5 years before the Expo | Number: During the Expo |
|--|---------------------------------|-------------------------|
| Foreign Private companies (companies, subsidiaries, etc.) | | |
| Foreign Public organizations (associations, federations, foundations, international organisations) | | |
| Total | | |

2. Demographics dynamics, Expo city and region

| Category | Number: 5 years before the Expo | Number: During the Expo |
|----------------------|---------------------------------|-------------------------|
| Total population | | |
| Births | | |
| Deaths | | |
| Migration: inbound | | |
| Migration: outcoming | | |

3. Hosting of international events, Expo city and region

| Category | Number: 5 years before the Expo | Number: During the year of the Expo |
|---------------------|---------------------------------|-------------------------------------|
| Sporting | | |
| Cultural | | |
| Political | | |
| Social and economic | | |
| Environmental | | |

4. Imports to Exports balance, Expo country

| Category | Number: 5 years before the Expo | Number: During the Expo |
|---|---------------------------------|-------------------------|
| Import activities, total value over the nominal GDP | | |
| Export activities, total value over the nominal GDP | | |

5. *Investment risks, Expo country*

| Category | Rating: 5 years before the Expo | Rating: During the Expo |
|--|---------------------------------|-------------------------|
| Composite International Country Risk Guide (ICRG) risk rating, from 0 to 100 | | |
| Euromoney country credit-worthiness rating, from 0 to 100 | | |

6. *Foreign Direct Investment, Expo country*

| Category | Number: 5 years before the Expo, USD | Number: 3 years before the Expo, USD | Number: During the Expo, USD |
|--|--------------------------------------|--------------------------------------|------------------------------|
| Capital foreign investment during a year | | | |

7. *City ranking, Expo city*

| Please list all available international and national city rankings, related to quality of life, economy, culture, political power and any other indicator | Position: 5 years before the Expo | Position: the Expo year |
|---|-----------------------------------|-------------------------|
| | | |
| | | |
| | | |
| | | |

8. *Media image of the Expo city.*

Please provide examples of the Expo impact on the media image of the Expo city.

9. *Image of the Expo city in the Expo country*

Please provide a case study with evidence of public perception of the image of the Expo city before the Expo project and after the Expo.

3. Sustainability

Please provide examples on the following subjects, for Expo city and region.

1. *Water quality*

2. *Air quality*
3. *Greenhouse gas emissions*
4. *Land use changes*
5. *Biodiversity and threatened species*
6. *Protected sites*
7. *Solid waste treatment*
8. *Wastewater treatment*
9. *Indoor air quality*

10. *Free access open-air green leisure areas, Expo city*

| Category | Number of areas, 5 years before the Expo | In sq km, 5 years before the Expo | In sq m per capita, 5 years before the Expo | Number of areas, Expo year | In sq km, Expo year | In sq m per capita, Expo year |
|--------------------|---|--|--|-----------------------------------|----------------------------|--------------------------------------|
| Public parks | | | | | | |
| Public gardens | | | | | | |
| Public open spaces | | | | | | |

Please provide Expo legacy plan addressing the following subjects:

1. *Please detail what will remain of the Expo venue and provide operational maintenance plan for the future.*

4. Developing cities

1. *Public transport infrastructure evolution, Expo city and region*

| Transport type | Indicator | Total existing | Accessible with disabilities | Out of which, constructed for the Expo (in %) | Accessible with disabilities (in %) |
|-----------------------|---------------------------------|-----------------------|-------------------------------------|--|--|
| Train | Length of network | | | | |
| | Total number of vehicles | | | | |
| | Total number of stations | | | | |

| | | | | | |
|-----------------------|--------------------------|--|--|--|--|
| Bus | Length of network | | | | |
| | Total number of vehicles | | | | |
| | Total number of stations | | | | |
| Ferry | Length of network | | | | |
| | Total number of vehicles | | | | |
| | Total number of stations | | | | |
| Monorail | Length of network | | | | |
| | Total number of vehicles | | | | |
| | Total number of stations | | | | |
| Tram | Length of network | | | | |
| | Total number of vehicles | | | | |
| | Total number of stations | | | | |
| Other, please specify | Length of network | | | | |
| | Total number of vehicles | | | | |
| | Total number of stations | | | | |

2. Road infrastructure evolution, Expo city and region

| Road type | Number of roads constructed for the Expo or in connection with the Expo project | Total in km, constructed for the Expo or in connection with the Expo project |
|-----------------------|---|--|
| High speed road | | |
| Other, please specify | | |

3. Hotel accommodation cost evolution, Expo city and region

| Hotel Type | Average Basic double room cost per room, 3 years before the Expo | Average Basic double room cost per room, during the Expo | Percentage change |
|-------------------|---|---|--------------------------|
| 2-star | | | |
| 3-star | | | |
| 4-star | | | |
| 5-star | | | |

4. Real estate market, Expo city and region

| Asset Type | Cost 10 years before | Cost 1 year before | Cost during the Expo | Percentage change |
|---|-----------------------------|---------------------------|-----------------------------|--------------------------|
| Land, per square km | | | | |
| New Residential buildings for sale (built not later than 10 years before the Expo), per square m | | | | |
| Recent Residential buildings for sale (built not later than 50 years before the Expo), per square m | | | | |
| Historical Residential buildings for sale (built more than 50 years before the Expo), per square m | | | | |
| Office buildings for sale, per square m | | | | |

5. Driving Tourism

1 Number of tourists, Expo city and region

| Indicator | 3 years before the Expo | During the Expo | Numbers evolution in percentage, compared to value in column 1 |
|--------------------------------|-------------------------|-----------------|--|
| Number of tourists per year | | | |
| Average length of stay in days | | | |

2 Air traffic, Expo city and region

| Indicator | 3 years before the Expo | During the Expo | Numbers evolution in percentage, compared to value in column 1 |
|--|-------------------------|-----------------|--|
| Number of passengers, average monthly, excluding passengers in transit | | | |
| Number of passengers in transit, average monthly | | | |
| Air freight in tons, average monthly | | | |

6. Education and Inspiration

1. Expo-related educational activities, Expo city and region

| Category | Number of people reached, 3 years before the Expo | Number of people reached, 2 years before the Expo | Number of people reached, 1 year before the Expo | Number of people reached, during the Expo |
|---------------------------|---|---|--|---|
| Environmental protection | | | | |
| Sustainability | | | | |
| Use of plants and flowers | | | | |
| Biodiversity | | | | |

2. Community associations, Expo city and region

| Category | Number: 5 years before the Expo | Number: Expo year | Number evolution in %, compared to number column 1 |
|---------------------|--|--------------------------|---|
| Sporting | | | |
| Cultural | | | |
| Political | | | |
| Social and economic | | | |
| Environmental | | | |

3. *Crime rates, Expo city and region*

| Category | Number: 5 years before the Expo | Number: Expo year | Number evolution in %, compared to number column 1 |
|--|--|--------------------------|---|
| Total recorded crimes against persons, delinquency | | | |
| Total recorded crimes against persons, serious crime | | | |
| Total recorded crimes against property | | | |

4. *Cultural establishments and activities, Expo city and region*

| Category | Number of establishments, 5 years before the Expo | Number of tickets sold per year: 5 years before the Expo | Number of establishments, Expo year | Number of tickets sold per year: Expo year | Number evolution in %, compared to number column 1 |
|-------------------------------|--|---|--|---|---|
| Museums | | | | | |
| Cinemas | | | | | |
| Theatres | | | | | |
| Opera | | | | | |
| Concert halls | | | | | |
| Galleries | | | | | |
| Ticketed historical buildings | | | | | |
| Ticketed historical sites | | | | | |

| | | | | | |
|------------------------|--|--|--|--|--|
| Other, please, specify | | | | | |
|------------------------|--|--|--|--|--|

5. Gardening associations, community gardens and other garden-related centres, Expo city and region

| Category | Number of establishments, 5 years before the Expo | Number of establishments, Expo year | Number evolution in %, compared to number column 1 |
|--|---|-------------------------------------|--|
| Gardening associations | | | |
| Community gardens | | | |
| Amateur florists associations | | | |
| Other garden and plants-related establishments | | | |

6. Gardening courses and flower art courses for adults, Expo city and region

| Category | Number of people enrolled per year, 5 years before the Expo | Number of people enrolled, Expo year | Number evolution in %, compared to number column 1 |
|------------------------|---|--------------------------------------|--|
| Gardening courses | | | |
| Cut flower art courses | | | |

7. Gardening and plant education in schools, Expo city and region

| Category | Number of hours per year, per child enrolled, 5 years before the Expo | Number of hours per year, per child enrolled, Expo year | Number evolution in %, compared to number column 1 |
|--|---|---|--|
| Gardening and plant courses, primary education | | | |
| Gardening and plant courses, secondary education | | | |

7. Institutional Capacity Legacy

Please provide case studies of all the post-Expo developments in relation to the following subjects:

- 1 Institutional capacity legacy in city management and mega events management
- 2 Cleaner and greener infrastructure
- 3 New approaches to optimizing cost of mega events
- 4 New approaches to financing events

Valuation Questionnaire 2,

three years after the Expo closure

– Please answer the questions in the most accurate manner. By filling in this questionnaire, you certify the exactitude of provided data as per your agreement with AIPH in accordance with the Regulations and Hosting Agreement.

For all local currencies used, please provide an equivalent in USD.

For year calculation,

Before the Expo: count all calendar years (January to December) before the opening date

After the Expo: count all calendar years (January to December) after the closure date

2. Economic Impact

1. Employment, Expo city and region

| Category | Number of people, +3 years after the Expo closure |
|--|---|
| Total population | |
| Total active population (excl children, retired, disabled) | |
| Out of which, employed | |
| Out of which, unemployed | |

2. Number and size of companies, Expo city and region

| Category | Number of companies, +3 years after the Expo closure |
|--|--|
| Micro companies (0-9 FTE jobs) | |
| Small companies (10-49 FTE jobs) | |
| Medium-sized companies (50-249 FTE jobs) | |
| Large companies (250+ FTE jobs) | |

3. Businesses attracted to the Expo city and region, after the Expo, Expo city and region

| Category | Number, +3 years after the Expo closure |
|--|---|
| Micro companies (0-9 FTE jobs) | |
| Small companies (10-49 FTE jobs) | |
| Medium-sized companies (50-249 FTE jobs) | |
| Large companies (250+ FTE jobs) | |

5. Enhancing Reputation

1. Foreign organisations established in Expo city and region

| Category | Number: +3 years after the Expo closure |
|--|---|
| Foreign Private companies (companies, subsidiaries, etc.) | |
| Foreign Public organizations (associations, federations, foundations, international organisations) | |
| Total | |

2. Demographics dynamics, Expo city and region

| Category | Number: +3 years after the Expo closure |
|----------------------|---|
| Total population | |
| Births | |
| Deaths | |
| Migration: inbound | |
| Migration: outcoming | |

3. Hosting of international events, Expo city and region

| Category | Number: +3 years after the Expo closure |
|---------------------|---|
| Sporting | |
| Cultural | |
| Political | |
| Social and economic | |
| Environmental | |

4. Imports to Exports balance, Expo country

| Category | Number: +3 years after the Expo closure |
|---|---|
| Import activities, total value over the nominal GDP | |
| Export activities, total value over the nominal GDP | |

5. Investment risks, Expo country

| Category | Rating: +3 years after the Expo closure |
|--|---|
| Composite International Country Risk Guide | |

| | |
|---|--|
| (ICRG) risk rating, from 0 to 100 | |
| Euromoney country credit-worthiness rating, from 0 to 100 | |

6. *Foreign Direct Investment, Expo country*

| Category | Number: +3 years after the Expo closure, USD |
|--|--|
| Capital foreign investment during a year | |

7. *City ranking, Expo city*

| Please list all available international and national city rankings, related to quality of life, economy, culture, political power and any other indicator | Position: +3 years after the Expo closure |
|---|---|
| | |
| | |
| | |
| | |

6. Sustainability

Please provide examples on the following subjects, for Expo city and region, if any new studies have been conducted.

1. *Water quality*
2. *Air quality*
3. *Greenhouse gas emissions*
4. *Land use changes*
5. *Biodiversity and threatened species*
6. *Protected sites*
7. *Solid waste treatment*
8. *Wastewater treatment*
9. *Indoor air quality*

10. Free access open-air green leisure areas, Expo city

| Category | Number of areas, +3 years after the Expo closure | In sq km, +3 years after the Expo closure | In sq m per capita, +3 years after the Expo closure |
|--------------------|--|---|---|
| Public parks | | | |
| Public gardens | | | |
| Public open spaces | | | |

7. Developing cities

1. Hotel accommodation cost evolution, Expo city and region

| Hotel Type | Average Basic double room cost per room, +3 years after the Expo closure |
|------------|--|
| 2-star | |
| 3-star | |
| 4-star | |
| 5-star | |

2. Real estate market, Expo city and region

| Asset Type | Cost, +3 years after the Expo closure |
|---|---------------------------------------|
| Land, per square km | |
| New Residential buildings for sale (built not later than 10 years before the Expo), per square m | |
| Recent Residential buildings for sale (built not later than 50 years before the Expo), per square m | |
| Historical Residential buildings for sale (built more than 50 years before the Expo), per square m | |

| Asset Type | Cost, +3 years after the Expo closure |
|---|--|
| Office buildings for sale, per square m | |

8. Driving Tourism

1 Number of tourists, Expo city and region

| Indicator | +3 years after the Expo closure |
|--------------------------------|--|
| Number of tourists per year | |
| Average length of stay in days | |

2 Air traffic, Expo city and region

| Indicator | +3 years after the Expo closure |
|--|--|
| Number of passengers, average monthly, excluding passengers in transit | |
| Number of passengers in transit, average monthly | |
| Air freight in tons, average monthly | |

9. Education and Inspiration

1. Community associations, Expo city and region

| Category | Number: +3 years after the Expo closure |
|---------------------|--|
| Sporting | |
| Cultural | |
| Political | |
| Social and economic | |
| Environmental | |

2. Crime rates, Expo city and region

| Category | Number: +3 years after the Expo closure |
|--|--|
| Total recorded crimes against persons, delinquency | |

| | |
|--|--|
| Total recorded crimes against persons, serious crime | |
| Total recorded crimes against property | |

3. *Gardening associations, community gardens and other garden-related centres, Expo city and region*

| Category | Number of establishments, +3 years after the Expo closure |
|--|---|
| Gardening associations | |
| Community gardens | |
| Amateur florists associations | |
| Other garden and plants-related establishments | |

4. *Gardening courses and flower art courses for adults, Expo city and region*

| Category | Number of people enrolled per year, +3 years after the Expo closure |
|------------------------|---|
| Gardening courses | |
| Cut flower art courses | |

5. *Gardening and plant education in schools, Expo city and region*

| Category | Number of hours per year, per child enrolled, +3 years after the Expo closure |
|--|---|
| Gardening and plant courses, primary education | |
| Gardening and plant courses, secondary education | |

10. Institutional Capacity Legacy

Please provide case studies of all the post-Expo developments in relation to the following subjects, if any new studies have been conducted:

- 5 Institutional capacity legacy in city management and mega events management
- 6 Cleaner and greener infrastructure
- 7 New approaches to optimizing cost of mega events
- 8 New approaches to financing events

Annex VII – Competition Guidelines

See also AIPH Template for Competitions

COMPETITIONS, JUDGING AND AWARDS

Competitions:

1. All participants / exhibitors should have the opportunity to participate in the competitions and be eligible for awards.
2. Competitive classes should provide for the assessment of whole exhibits, groups of plants and individual plants.
3. Whole exhibits, permanent gardens / stands should participate in the competitions obligatory on the basis of the participation contract without further registration.
4. The participants / exhibitors should be invited to participate in the product competitions / sub-categories three month before the opening of the exhibition.
5. A schedule of all competitive classes should be made available to judges before they assemble for the judging process; when they do so, they will also receive full details of the exhibits which they are to judge.
6. Detailed Competition Regulations must be made available one year before the opening of the exhibition. The Competition Regulations describe the competitive classes, the competition calendar, the registration, the judging criteria, the awards and prizes and the award ceremonies. Support for writing the Competition Regulations as well as example lists concerning the competitive classes is available from AIPH.

Judging:

1. The organizer has to ensure that arrangements for the judging of exhibits are prepared well in advance of the exhibition's opening.
2. Members of juries should be appointed at least three months prior to the judging itself. A list of these members must be sent to the secretariat of AIPH three months prior to the judging.
3. In accordance with Section 8 of the AIPH Regulations the organizer of a category A1 exhibition should appoint an International Honorary Jury (or Grand Jury); this should have a membership of at least 7, with the chairman and a majority of members drawn from outside the host country. At least two members are to be nominated by the executive committee of AIPH. While the appointment of some distinguished persons who are not horticulturalists is acceptable, organizers must ensure that the Jury of Honor incorporates a high level of horticultural expertise.
4. The Grand Jury is responsible for validating the awards of other juries; it will judge and make awards itself in the principal international classes.
5. Other classes at category A1 exhibitions will be judged by juries of not less than three members, some of whom will be drawn from all the countries participating in the exhibition. These juries will be composed solely of horticulturalists expert in the classes which they judge.
6. In the case of category A1 events, the Grand Jury and other expert-juries responsible for awards to permanent exhibits should meet at least three times during the exhibition; for B

events the juries should meet at least two times during the exhibition. Their final decisions will take account of performance throughout the event.

7. Exhibits at temporary shows held within such exhibitions should be judged separately, by juries of not less than five members who must complete their judging prior to the opening of the show.
8. In case of a B, C or D exhibition, the International Honorary Jury will perform the judging as specified in Section 8 of the AIPH Regulations. The judging process must be completed with the last evaluation; information on the awards made should also be displayed by this time.
9. For Sub-Categories or Product Competitions expert juries of a least three members with product specific knowledge will judge these categories.
10. Each member of a jury shall have one vote.
11. Organizers may appoint panels of technical experts to advise juries, although these experts will not have voting powers.
12. Documents distributed to juries and forming part of the judging process should be available preferably in the languages of the judges involved but at least in English language.
13. Any dispute arising during or as a result of the judging process will be resolved by the Grand Jury at category A1 events and by the senior jury appointed at other exhibitions.

Awards:

1. Full details of the prizes to be awarded should be made available to prospective participants not later than six months prior to the opening of the exhibition.
2. Each competitive class should have allocated to it at least three awards but juries may, at their discretion, present more (or less) if the quality of exhibits merits this.
3. In the case of Category A exhibitions, prizes will be awarded by the Grand Jury to the principal exhibits of both the host country and foreign participants. A certain number of such prizes shall be reserved for each of these two categories; exhibits from any one country shall not receive more than one premier award.
4. Exhibitors who are awarded prizes should be notified formally by the organizers of their success as soon as possible; the timing of the presentation of such prizes shall be at their discretion.
5. The total number and value of prizes available shall be determined by the organizers, although information on this aspect is requested in the enclosed questionnaire and will be taken into account in the review process.

PROCEDURE AND CRITERIA TO AWARD THE AIPH INTERNATIONAL HONORARY AWARD FOR A1 AND B EXHIBITIONS

The following describes the procedure and criteria to award the AIPH International Honorary Award to be given to the winners of the competitions in A1 and B exhibitions registered by AIPH, according to Section 8 of the AIPH regulations on exhibitions.

Procedure:

1. The Honorary Jury (or Grand Jury) will decide about the winner of the AIPH award and prize. They will conclude after the last jury round, just prior to the closing of an exhibition.
2. Both indoor and outdoor international participants will compete for the AIPH prize.
3. The trophy will be awarded to one winner.

Criteria:

1. The garden/presentation should in its design be innovative or exemplary for the participants' typical national garden design.
2. The garden/presentation should contribute to the promotion of the 'Green city' concept.
3. The garden/presentation should be of high quality in material and plants used:
 - a) general design and overall impression;
 - b) uniqueness and innovative or creative level;
 - c) consistency of the realization with the presented theme of the entry;
 - d) used materials and used plants (variety and quality);
 - e) usability for home gardening or urban greening.
 - f) for the second and third round the maintenance and sustainability of the design, construction and materials used are taken into account.

Annex VIII – Fees and Guarantees

Financial Guarantee:

Applicants for recognition of an exhibition by AIPH are obliged to provide a financial bank guarantee or payment to AIPH directly as the application is submitted or before the site inspection, whichever is soonest, in the amount of €150,000 (one hundred and fifty thousand euro), in case the application is supported by a Full Member Organization of AIPH in the country where the exhibition will be held, or of €300,000 (three hundred thousand euro), in case there is no Full Member Organization of AIPH from that country. AIPH reserves the right not to consider any application submitted without this guarantee.

Provided that the Expo Organizer has fulfilled all their obligations, including the submission of a final report (format as in Appendix V) not later than ninety days after the closing date, AIPH will refund the following proportion of the financial guarantee to the organiser: € 50,000 (fifty thousand euros).

Provided that the AIPH Member (that supported the original application) completes a report to review the Expo (in accordance with AIPH guidelines) within one year of the Closing of the Expo the following proportion of the financial guarantee will be paid to the AIPH Member one year after the Closing of the Expo: €50,000. These sums are inclusive of any applicable taxes.

In case where an Expo is approved without the presence of a Full member Organization of AIPH from that country, and provided that the Expo Organizer has fulfilled all their obligations, including the submission of a final report (format as in Appendix V) not later than ninety days after the closing date, AIPH will refund the following proportion of the financial guarantee to the organiser: €100 000 (one hundred thousand euros).

If an application is not accepted by AIPH, 100% of the financial bank guarantee will be refunded by AIPH. If the application is withdrawn within one year of definitive recognition, 20% of the financial bank guarantee will be refunded by AIPH. If an application is withdrawn more than one year after definitive approval, AIPH will retain the whole financial guarantee.

License Fee:

For all exhibitions, the Expo Organizer is bound to pay to AIPH the specified license fee (See section 3).

The fee structure incentives early bid submission and reflects the increased risk and monitoring required for later approved Expos:

12-10 years before opening: €500,000

10-8 years before opening: €550,000

8-6 years before opening: €600,000

6-4 years before opening: €650,000

Less than 4 years before opening: €750,000

Payment of the license fee starts from 3 years ahead of the opening of the exhibition for A1 Class exhibitions and is due for payment by the following times:

- 3 years before opening: 34% of total fee
- 2 years before opening: 33% of total fee
- 1 year before opening: remaining 33% of total fee

Fees are non-refundable, including for cancellation of the Exhibition and withdrawal of AIPH approval.

Gate Fee:

In the event that an A1 Exhibition collects a gate income that exceeds €40,000,000 (forty million euro) then any income above this will be subject to a 1% gate fee charge payable to AIPH within ninety days of the closing ceremony.

AIPH requires a declaration by an independent financial auditor, approved by a professional body, regarding the gate income collected by the Expo and the relevant payment to AIPH.

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.

Annex IX – Feasibility study

The feasibility study shall cover at least the following, in any order:

1. Name
2. Category
3. Duration
4. Opening and Closing Dates
5. Host City
6. Organisation and previous experience
7. Idea and vision
8. Timeline
9. Theme
10. Masterplan
11. Land development concept of the area covered
12. Accommodation & Gastronomy
13. Participants
14. International competitions
15. Events program
16. Visitors
17. Transportation
18. Operations (including safety and security)
19. Business plan and financing
20. Legal matters
21. Promotion and marketing Strategy
22. Partnerships and sponsorships
23. Government support for the Expo
24. Post Expo Concept