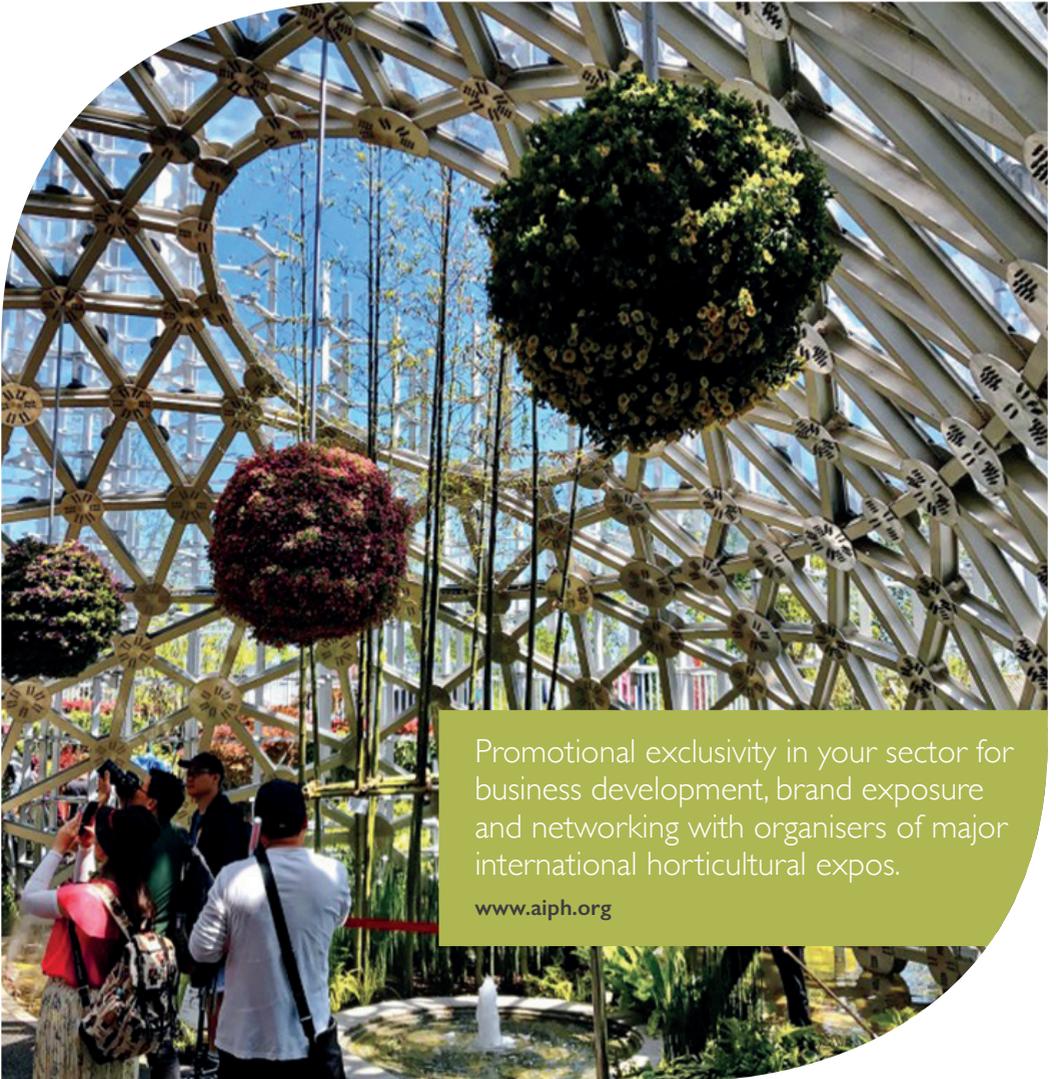


AIPH

PREFERRED PARTNER PROGRAMME



Promotional exclusivity in your sector for business development, brand exposure and networking with organisers of major international horticultural expos.

www.aiph.org



Visitors at Expo 2019 Beijing

ABOUT AIPH

The International Association of Horticultural Producers is the international non-profit organisation which supports and promotes ornamental horticulture around the world.

Our members make up a proud AIPH community. Established in 1948, our great hope is for a world where the essential value of plants is recognised and reflected in every step forward for humanity. AIPH is, and will always be, the world's champion for the power of plants. Our relationship with nature was pivotal in our past. It is fundamental to our future.

With a mandate agreed by international convention, AIPH has been approving and regulating international horticultural expos with our partners, Bureau International des Expositions (BIE), the organisation that approves World Expos, since 1960.

Upholding the very highest standards, AIPH ensures that approved exhibitions benefit growers and the millions of visitors they attract, by inspiring a greater appreciation of plants and 'living green'.

Drawing on experience acquired over generations, we provide organisers with expert guidance to create world class spectacles that live long in the memory.

AIPH approved expos are years in the planning. Billions of dollars are spent on developing these international spectacles that have the ability to stimulate economic and social development and transform the international reputation of host cities.

As much as to create a showcase for national and international attention, these expos are often staged as part of a development, re-development or regeneration strategy of the host city.

Each expo lasts for up to 6 months and sites range from 50 to over 500 hectares in size. Each expo is carefully regulated, steered and monitored by AIPH.

AIPH approved exhibitions help to green cities across the globe in order to enhance the environment as well as local and national economies. With every exhibition, further awareness is created surrounding sustainability and environmental issues as well as the horticultural and landscaping industry.

AIPH's Green City initiative promotes the essential role of plants in creating vibrant urban areas in which people and businesses can thrive. Each of AIPH's expos will have the Green City ethos at the heart of its theme.



Taichung, Chinese Taipei Expo 2018



President Xi Jinping opens Expo 2019 Beijing

AIPH EXPOS

AIPH approves two categories of international horticultural expos:

- A** **I** Though lead by the host city, they involve central government and allow invitations through diplomatic channels (in accordance with an international convention) to countries around the world to take part and build their pavilions and gardens to promote their countries.
- B** **I** These are managed by the host city who invite international participants through their city to city contacts. They can be as large in scale as **A I** expos.

Typical minimum investment required to stage an international horticulture expo is around \$120 million. Some expos will invest significantly more, especially if additional infrastructure and transportation links are required.



Expo 2016 Antalya, Turkey



Impression of Łódź, Poland Expo 2024

THE OPPORTUNITY FOR PREFERRED PARTNERS

Our expo organisers seek quality suppliers of goods and services. Examples of major requirements are ticketing, visitor experience, events management, entertainment, logistics, courier services, landscape design, utilities, sanitation, glass constructions, temporary constructions, trees and plants, horticultural machinery, food and beverage, entertainment, staging, lighting and many more.

AIPH is looking to partner with quality suppliers on an exclusive basis (globally or a defined geographical region) in all these categories and others.

CONTACT

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THE AIPH INTERNATIONAL HORTICULTURAL EXPO CALENDAR

2019

Beijing, China (A1) (16 million visitors 500 hectares) Live Green, Live Better

2021

Doha, Qatar (A1) (3 million visitors 70 hectares) Greening the Desert

Yangzhou, China (B) (5 million visitors 250 hectares) Green City, Healthy Life

Hatay, Turkey (B) (2.5 million visitors 30 hectares) Garden of Civilisations

2022

Almere, Netherlands (A1) (3 million visitors 50 hectares) Growing Green Cities

Australis, Sydney, Australia (B) (provisional) (5 million visitors 50 hectares)

2023

Kahramanmaraş, Turkey (B) (2 million visitors 74 hectares)

Suncheon, South Korea (B) (preparing application)

2024

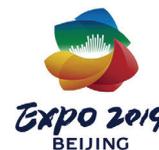
Łódź, Poland (A1) (4 million visitors 50 hectares) Nature of the City

2026

Thailand (B) (preparing application)

2027

Yokohama, Japan (A1)





Press conference with the AIPH President and the Mayor of Taichung, Chinese Taipei at Expo 2018

PREFERRED PARTNER BENEFITS

AIPH is offering an opportunity for commercial organisations to partner with our global association to support our industry conferences, initiatives and international horticultural expos. In return, our preferred partners will enjoy the following:

- AIPH recognition and recommendation as a Preferred Partner to our worldwide membership, audience and expo organisers.
- Introduction from AIPH to our approved organisers, seeking quality products and service providers to ensure the successful delivery of expos, which attract many international participants and millions of visitors.
- Brand prominence, presentation, networking and sponsorship opportunities at our regular international events and conferences and exposure through AIPH's various global media channels.
- Exclusivity in your sector – globally or regionally



AIPH Expo Conference
Padova, Italy 2018



Press conference
Kahramanmaraş, Turkey
Expo 2023



AIPH planning meeting with
Doha, Qatar Expo 2021

A PACKAGE TO SUIT YOU

AIPH can provide tailored packages to suit the budgets and requirements of our Preferred Partners which can include (though not necessarily limited to) some or all of the following benefits:

EXPO CONFERENCES

AIPH hosts two major events annually in different parts of the world. At both events AIPH holds an Expo Conference where AIPH approved expo organisers present their plans and progress and share best practice and ideas.

Preferred Partners can sponsor these events as part of their overall package, which can include the opportunity to make a presentation to the delegates.

Our Expo Conferences offer the perfect opportunity for being introduced to and networking with decision makers in expo organising committees and for promoting your company to this key audience. There is also the opportunity to sponsor gala dinners at these events.

AIPH PROMOTES YOUR COMPANY TO EXPO ORGANISERS

- Promotion of your company as a 'Preferred Partner' on the AIPH website.
- Promotion of your company through AIPH newsletters and press releases.
- Advertising and feature opportunities in FloraCulture International (FCI), published by AIPH, the industry's leading magazine with a global readership of over 90,000.
- Permission to promote your company as a 'Preferred Partner' of AIPH, including use of the AIPH logo, accompanied with the term 'Preferred Partner', globally or within an agreed region or regions.
- As an AIPH Preferred Partner you company will receive all membership communications.
- Recommendation of your company as a Preferred Partner following an enquiry from expo organisers.
- Exclusivity in your sector – globally or regionally
- Annual affiliate membership of AIPH for the duration of the agreement.



CONTACT DETAILS

To discuss how your company can be considered for AIPH's Preferred Partner Programme, please contact:

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