



# AIPH

## **AIPH Regulations for Category B International Horticultural Exhibitions**

Approved by AIPH General Meeting 21 October 2021

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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](http://www.aiph.org).

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

## **Section 3 Definitions**

1. The Expo Organizer is the body that signs the Expo contract with AIPH and takes on the full responsibility of complying with the regulations. It must be clearly defined by the Expo Organizer in agreement with AIPH.
2. The Expo Contract is the contract concluded between AIPH and the future Expo Organizer as approved by the vote of AIPH members, after the approval. The Expo contract is designed to ensure that all parties understand and agree to the responsibilities that must be taken on to create a successful Expo.
4. The Expo Partnerships Agreement is the contract concluded between AIPH, the Expo Organiser and Global Partner(s) as defined in section 15.16.1.
3. The Expo Organizer is represented by the Commissioner General who will take responsibility for matters relating to AIPH.
4. The Expo Organizer shall appoint the Commissioner General.
5. The Commissioner General shall represent the Expo Organizer in all matters concerning the Expo. He/she shall ensure that the fulfilment of the commitments taken to the Participants and the compliance with the provisions of these Exhibition's General Regulations.

6. The Commissioner General shall forward all decisions of the Expo Organizer and Participants concerning their participation in the Expo to AIPH, through regular reporting.  
 7. An international B Exhibition must have at least 10 countries participating in it. AIPH International Exhibitions are commonly referred to as AIPH Expos, including in these regulations. Expos and Exhibitions should be treated as equivalent terms.

**Section 4  
 B Exhibition Category**

Expo name	Frequency	BIE approval	Duration	Application period	Specific provisions	Fees
International Horticultural Exhibition	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 3 months  Maximum 6 months	Application submitted 3-10 years before opening date	Minimum exhibition area of 25ha of which a minimum of 3% is reserved for international participants  Minimum indoor exhibition space of 500 sqm for international participants.  Minimum of 10 international participants	Financial Guarantee: €100,000  License Fee: 10-7 years before opening: €350,000 6-4 years before opening: €375,000 3 years before opening: €400,000 Less than 3 years before opening: €450,000  See Annex VIII for detail

**Section 5  
 Application Process**

5.1 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 the financial guarantee will be increased by 100% and 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
- Feasibility study (see Annex VIII for the list of items to be covered)

- AIPH Site inspection report (provided by AIPH within 6 weeks of inspection)
- 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 relevant financial guarantee must be paid to AIPH 30 days prior to the AIPH meeting where the application will be considered or before an AIPH Site Inspection, whichever is sooner.

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.

### 5.2 Site inspection prior to approval

The first site inspection should be organized at least 6 weeks prior to the next AIPH Exhibitions Committee and General Meeting.

The number of inspectors within the AIPH inspection team will be determined by AIPH. Following the first inspection a report will be produced by the AIPH inspection team. This report will be made available to the organisers and to AIPH Members.

Organisers are required to provide, at their cost, the following for up to five 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 inspectors, including transport to the closest visa centre, visa and consular fees
- Vaccinations for the inspectors if recommended or mandatory

## **Section 6 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 the event that there is competition for a particular time period for hosting an exhibition AIPH will reach a judgement on the matter, with the General Meeting deciding which applicant shall be granted approval.

In arriving at its decision AIPH shall take into account the considerations put forward and, in particular, any special reasons of an historical or ethical nature, the period which has elapsed since the last exhibition, and the number of displays already organised by the competing countries. Except in exceptional circumstances AIPH shall give preference to an exhibition organised in the territory of an AIPH member.

The opening and closing dates of an exhibition and its general features shall be laid down at the time of approval and may be changed only with the agreement of AIPH.

An applicant which has been granted the approval of an exhibition shall lose all rights arising from the approval if it changes the date reserved for the exhibition, except if the General Meeting of AIPH provides the authorization for a change of opening or closing dates of an exhibition. If an applicant wishes to organise the exhibition at another date, the applicant concerned shall make a fresh application.

Approval remains provisional (not full approval) until the following aspects have been completed:

- AIPH has received full payment of the Financial Guarantee
- Contract is signed between AIPH and the Organiser. The Expo contract must be signed within 3 months of AIPH's provision of contract.
- Any other conditions have been satisfied.

## **Section 7 Gifts**

No valuable (exceeding 100 euros or equivalent) gifts or gratuities may be given to or accepted/received by AIPH Members, staff or representatives from Exhibition applicants or organisers or from those representing them. Exempted of this clause are payments to members of an International Honorary Jury, as outlined in Section 9.

Valuable gifts are goods or items of value, cash or cash equivalents, such as cheques, honorariums, money orders, stocks and savings bonds. Gift certificates and gift cards are not considered cash equivalents but are subject to the limitation on common business courtesies.

Gratuities are favours or gifts, usually without any tangible form, which include any free or discounted items or services, such as meals, entertainment event tickets, accommodation or travel expenses, for which payment is normally required.

No advantage or promise of an advantage may be made to or accepted by an AIPH Member, staff or representative.

These restrictions shall be respected by the AIPH Members, staff, representatives, applicants, governments and by all those acting on behalf of or supporting the applicant. The same restrictions apply to the applicants' relations with third parties, in particular the media.

## **Section 8 Reporting to AIPH**

### **8.1 Evolution of contents of regulations, guides and other directions**

Following approval from AIPH, the Expo organiser consents to all terms and conditions set forth in the regulations, guides and other directions from AIPH. The organiser recognizes that whereas the current regulations, guides and other directions which are contained in the regulations and the Expo Contract reflect the current position of AIPH, they may evolve as a result of changes and may be beyond the control of the parties. AIPH reserves the right to amend the regulations, guides and other directions and issue new manuals, guides and directions so that the Expos may be organized in the best possible manner. Amended regulations, guides and other directions will be applicable to all Expos, upcoming and already approved. Should the Expo organiser believe that any such

amendments or new directions may result in changing its financial obligations to AIPH, they should inform AIPH in writing within thirty (30) days of AIPH's issuing of any such amendment, regulation, guide or direction. AIPH and the Expo organizer shall then re-negotiate their initial agreement to address material effects in a mutually satisfactory manner.

## 8.2 Before the Expo

Following approval from AIPH, organisers are required to verbally report progress to AIPH meetings and field questions from members, including financial information, and other details regarding the planning, organising, financing and running of the Expo, as well as information on Expo legacy, whenever AIPH requests the organisers to do so. 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.

In the year following AIPH approval, the Expo Organizer must submit a detailed Expo Milestones plan to specify intended dates for all Expo operations. This plan will be reviewed by AIPH and used to check conformity at regular on-site inspections.

Following approval organisers will be subject to regular (at least annual) on-site inspections.

During the four years prior to a B Class exhibition, organisers will be subject to the following on-site inspections:

Four years before opening of exhibition

- One on site visit by AIPH inspector(s) – See Annex I for '4 years before' inspection

Three years before opening of exhibition

- One on-site visit by AIPH inspector(s) – See Annex II for '3 years before' inspection

Two years before opening of exhibition

- One on-site visit by AIPH inspector(s) – See Annex III for '2 years before' inspection

One year before opening of exhibition

- One on-site visit by AIPH inspector(s) – See Annex IV for '1 year before' inspection

The number of inspectors within the AIPH inspection team will be determined by AIPH. Following each inspection, a report will be produced by the AIPH inspection team. This report will be made available to the organisers and to AIPH Members.

AIPH reserves the right to require more frequent inspections if non-conformities are identified during an annual inspection or if requested by the organiser.

Organisers are required to provide, at their cost, the following for up to five 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.

The organiser will make provision for an AIPH staff member to be present on site during the two months prior to opening to manage relations with international participants. All transport, food, and accommodation costs will be covered by the organiser.

### 8.3 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 9 Sanctions**

If, after approval has been granted to an exhibition by AIPH, it transpires that the Expo Organizer has not respected the provisions of the regulations, the Expo contract or any other requirement or guideline, 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 there would be no reimbursement of any of the financial guarantee and the organisers would be liable to pay to AIPH the full license 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 10 Services Provided by AIPH**

AIPH will provide the following services to approved B exhibitions:

### 10.1. International Honorary Jury

- AIPH assists in organizing 2 International Honorary Jury rounds and will nominate four foreign Honorary Jury Members.
- 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 certificate, and an 'AIPH award trophy'.

Organisers are required to provide, at their cost, the following for the AIPH Jury members per Jury round:

- 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 Jury members 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 Jury members, including transport to the closest visa centre, visa and consular fees
- Vaccinations for the Jury members if recommended or mandatory

#### 10.2 Promotional services, expert support and networking opportunities

- 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 also seek to attract more international visitors to the exhibition.
- AIPH will endeavour to respond to questions relating to technological, infrastructural and horticultural aspects of exhibitions or to recommend appropriate consultancy support.
- AIPH will give access to the 'AIPH Guide for the Organisers of International Horticultural Exhibitions' as well as to related Technical Guidance Notes
- AIPH will provide access to the Final Reports from previous Exhibitions
- 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.

#### 10.3 Additional services

If necessary, AIPH can provide support in the development and organization of competitions during the Expo, subject to additional fees to be defined with the Expo organizer according to the level of support and AIPH investment required. This may include the following:

- Assistance in preparing competition rules
- Assistance in organization and management of the juries (national and international competitions)
- Assistance in determining the results of jury deliberations

### **Section 11 AIPH Garden**

In all B-Class exhibitions the Organiser must provide space for AIPH to promote its activities. If the Organiser would like AIPH to participate with a garden, a minimum funding of 200,000 euros (two hundred thousand euros) should be allocated by the Organiser, for the purposes of design, construction, maintenance and staffing. The allocated funding is payable to AIPH prior to design and construction costs being incurred. In case the Organiser assists AIPH in elaborating the Garden, AIPH reserves the right to approve the proposed design and constructor.

### **Section 12 Use of AIPH Brand**

AIPH brand must be used in association with the promotion and endorsement of exhibitions. Following approval by AIPH, the Organiser is 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 and on signage
- On exhibition entry tickets
- On flags displayed. An AIPH flag of large dimensions must be flown for the entire duration of the event at a prominent position
- At Expo opening and Closing ceremonies

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 13**

#### **Relationships with the media and AIPH**

Expo organizer agrees that all press releases and any other communications with the media in host country or internationally, quoting AIPH President, members, Secretary General or office holder, or mentioning details about AIPH, must be submitted to AIPH for prior written approval.

Expo organizer shall appoint a media contact for AIPH and ensure that AIPH is provided with media information relating to the Expo in English.

### **Section 14**

#### **Expo venue**

The Expo Organizer recognizes that the Expo Venue is a central element for Expo organisation.

Expo Venue, permanent and temporary Infrastructure outside the Expo venue, shall be completed before the Expo opening date. Updates of such progress shall be submitted to AIPH on a regular basis and upon AIPH's request. In case of non-completion of the Expo Venue, permanent and temporary infrastructure, as provided during the Application Stage and confirmed in the report submitted 24 months before the Expo, AIPH reserves the right to withdraw its approval.

The Expo Organizer shall ensure that the permanent works budgets and the temporary infrastructure budgets for the venue and infrastructure projects as provided during the Application Stage are monitored and maintained accurately at all times. Updates of such budgets shall be submitted to AIPH on a regular basis and upon AIPH's request.

#### 14.1 Venues & Infrastructure Legacy plan

The Expo Organiser shall develop an Expo Venue and Infrastructure Legacy plan and submit it during the Application Stage. This plan should be confirmed, maintained and updated during all the years of

Expo preparation, construction and running for the Expo venue and infrastructure built for the Expo. The Venue & Infrastructure Legacy plan should include at least, but not limited to, the following chapters:

- Expo Venue and Infrastructure plan during the Expo
- Expo Venue and Infrastructure plan in transition period, after the Expo closure: ownership, responsible bodies, timescale
- Expo Venue and Infrastructure plan after the Expo: ownership, responsible bodies, timescale

## 14.2 Sustainability

The Expo Organiser agrees to carry out all activities related to the Expo in a way to contribute to the United Nations' Sustainable Development Goals. The activities related to the planning, operation and legacy of the Expo should contribute to advancing the five priority themes set out in the AIPH Sustainability Policy:

- **Climate action** – using plants and green spaces to support climate adaptation and resilience programmes in urban environments
- **Biodiversity conservation** – promoting nature in cities and sustainable horticultural practices worldwide
- **Sustainable sourcing and resource management** – adopting circular economy principles, reducing plastic waste and other forms of pollution, supporting efficient production and ethical supply chain management
- **Equity & inclusion** – promoting plant growing and green spaces for all, upholding fair and equitable practices across the horticultural value chain, diversity and human rights
- **Sustainability education & awareness raising** – engaging, informing and inspiring people to appreciate the importance of plants and the places where they grow, and to take action to protect and enhance their local environment through plant growing

This commitment, along with supporting delivery plans, will be assessed by AIPH as part of the evaluation process of potential future Expos and subsequently developed and monitored throughout the lifecycle of the Expo.

Furthermore, the Expo Organiser will:

- Produce and follow a sustainability strategy according to point 19.2 and Annex X of the current regulations,
- Take all measures to ensure their activities comply with international agreements their country is part of, and ensure compliance with the ten Principles of the United Nations Global Compact in relation to environment, labour, human rights and anti-corruption

## Section 15 Exhibition Requirements

### 15.1 Opening and Closing Ceremonies

#### 15.1.1 Speeches of AIPH representatives

Class B exhibitions are required to have an opening and a closing ceremony. Organisers must allow for a speech from an AIPH representative during these ceremonies. 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. AIPH Prizes can also be presented during these ceremonies.

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

- 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 speaker and accompanying officer 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 officer, including transport to the closest visa centre, visa and consular fees
- Vaccinations for the speaker and accompanying officer if recommended or mandatory

#### 15.1.2 Language requirements

The organisers shall ensure all Ceremonies are conducted in English and the language(s) of the Host Country. Official speeches taking place during the Ceremonies shall be translated into English and the language(s) of the Host Country and translation displayed on the video screens of the venue or otherwise made available to all the attendees of the ceremonies as well as for broadcast.

#### 15.1.3 Invitations and seating plans

Three months before the opening ceremony and one month before the closing ceremony, the Expo Organizer shall submit to AIPH for approval the seating plans and invitations plans for the ceremonies.

The organiser shall invite AIPH members to the Opening Ceremony and Closing Ceremony (at least five places per member) at no charge and provide free entry to the site.

The organiser shall invite the organisers of all upcoming AIPH approved International Horticultural Exhibitions (categories A1 and B) to the Opening Ceremony and Closing Ceremony (at least five places per Exhibition) at no charge and provide free entry to the site.

The organiser shall invite AIPH President, Secretary General and Office Holders, to the Opening Ceremony and Closing Ceremony at no charge and provide free entry to the site. The composition of the delegation will be confirmed by AIPH.

The organiser shall invite all participants (recommended at least 5 places per participant) to the Exhibition, to the Opening Ceremony and Closing Ceremony at no charge and provide free entry to the site.

Invitations must all be sent simultaneously.

#### 15.1.4 Opening ceremony

Use of AIPH logo

Expo organizer agrees to make the AIPH logo prominent at the opening ceremony as outlined in Section 12 and Annex VI.

## 15.2 International Participation

### 15.2.1 International Participation: Invitations

All invitations to participate in an exhibition shall be sent by the Organiser or associated City Government. AIPH regional members of the invited cities should be notified about the invitation at the same time.

Invitations to organisations of international character shall be sent to them directly.

### 15.2.2 Obligations to international participants

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.

Participants must be informed of time available for construction of their garden/pavilion, including the final point of time they can be on site before opening. The organiser will facilitate full and unimpeded access to participants during this time. No change can be made to this time within four weeks of the opening of the Expo.

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

- at least three years before the opening date for outdoor exhibitions;
- at least three years before the opening date for indoor exhibitions;

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

### 15.2.3 Organiser's status and relationship with AIPH members

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.

### 15.2.4 Conditions for accepting international participants

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.

### 15.2.5 Monitoring

International horticultural exhibitions which have been recognized by AIPH must set up a committee consisting of one delegate from each of the participating countries. The function of committee is to ensure the equal observance of the rights and duties of exhibitors and they should be enabled, in an

advisory capacity, to assist the Expo Organizer in laying down the conditions for exhibiting and for the regulation of the award of the prizes.

Reimbursement of travel and lodging costs of delegates (travel tickets, hotel costs, subsistence etc.) is the responsibility of member organizations or the organizing committees in the various countries.

The organizer shall provide AIPH with contact details, following signing of participation contracts, for all international participants so satisfaction can be monitored.

The Organizer will provide a weekly report to AIPH regarding any issues associated with international participants in the final month prior to opening. Prior to this the report will be monthly during the six months prior to opening.

### 15.3 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 Expo Organizer 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. Expo Organizer is 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).

Expo Organizer is obliged to send to the AIPH secretariat details of the regulations relating to their competitions not later than one year prior to the opening of the exhibition concerned. AIPH will respond with required amendments within one month of submitting the regulations. Expo Organizer is required to accept the amendments requested.

Expo Organizer 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.

### 15.4 Transport Costs

The Expo Organizer 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.

### 15.5 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.

The organizer of an international exhibition must inform the international exhibitors about the rules and regulations of visas, entry, working permits and importation formalities.

The organizer must submit the arrangements it has made to this effect to AIPH for its written approval, not later than 6 months before such arrangements are due to become effective, and no later than 18 months before the opening of the Expo.

#### 15.6 Plant Health

The Expo Organizer of the exhibition must guarantee three years before the start of Class B exhibitions 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.

#### 15.7 Stand Equipment and Staging

The exhibition hall and grounds must be made available to the collective and individual country exhibitor without charge. The Expo organizer 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 Expo Organizer. 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.

For a short term exhibition, taking place during the Expo period at the Expo venue the maintenance during the exhibition of products exhibited in exhibition halls is the responsibility of the exhibitor.

However, in the case of products exhibited in the open and in the case of long term exhibitions in halls, their maintenance and care are the responsibility of the Expo Organizer.

##### 15.8.1 Signage

The Expo Organizer shall ensure easy way-finding to and throughout the Expo site. For this purpose, the Organizer shall develop and implement:

a) Inside the Expo territory:

- wayfinding signage for pedestrians
- identification of spaces/areas
- statutory signage (including emergency evacuation signage) in compliance with national legislation and codes

b) Outside the Expo territory

- wayfinding signage for vehicles
- wayfinding signage for pedestrians

Throughout the Expo site, all signage and identification of areas should be available in English and the language(s) of the Host Country as a minimum.

#### 15.8.2 Print and digital maps

The Expo Organizer shall ensure easy way finding to and throughout the Expo site. For this purpose, the Organizer shall develop and implement:

- Printed maps available in English and the language(s) of the Host Country as a minimum
- Mobile App available in English and the language(s) of the Host Country as a minimum
- Digital map, integrated within Mobile App and Expo website and available in English and the language(s) of the Host Country as a minimum

#### 15.9.1 Security

Expo organizer, the government and other appropriate national, regional or local authorities of the host country shall be responsible for all aspects of security related to the Expo organisation and running, including the financial, planning and operational aspects. The Expo organiser shall cause the government to ensure that all appropriate and necessary measures are taken to guarantee a safe and peaceful organisation and running of the Expo. The Expo Organizer shall also report to AIPH on security matters on a regular basis or whenever requested by AIPH. Expo organizer shall appoint an independent expert to perform the audit of readiness for Expo opening and running on the matter and submit the expert's conclusions to AIPH not later than 1 month before opening of the Expo.

The Organizer shall ensure, for health and safety reasons, a smoke-free environment within the Expo territory.

#### 15.9.2 Health Services

Expo organizer, acting through appropriate authorities in the host country, shall be responsible for all aspects of emergency medical/ health services related to the Expo organization. The Expo organizer shall appoint an independent expert to perform the audit of readiness for Expo opening and running on the matter and submit the experts' conclusions to AIPH not later than 1 month before opening of the Expo.

#### 15.10 Food and Beverage

The Organizer shall ensure, for health and safety reasons, free access to drinking water available to all individuals within the Expo territory.

The Organizer shall ensure that all food and beverages served within the Expo territory respect high standards of animal welfare both for animals that are raised for meat, fish and for dairy products.

In order to promote inclusion and cultural diversity, as values of the Expo movement, the Expo organizer shall ensure within the Expo territory that, the offer of food and beverage choices reflects diverse dietary preferences, religious/cultural needs and choices.

#### 15.11 Insurance



Expo Organizer and exhibitors at international horticultural exhibitions must take out an insurance for civil liability.

#### 15.12 Financial compensation

Expo Organizer is required to 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.

##### Overall amount of money prizes

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.

#### 15.13 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 Expo Organizer 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.

#### 15.14 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.

#### 15.15 Expo Marketing and Communications

A final, detailed marketing and communications plan must be submitted for AIPH approval no later than two years before the opening of the expo.

The Organizer must submit to AIPH the Expo name, theme and logo for AIPH approval.

All communications, website, digital media and marketing materials, signage, tickets, and all other media related to the Expo must include the English language or have English language versions.

A website for the Expo must be operational within twelve months after the approval of the expo is granted and should remain for a minimum of one year after the expo has finished. The website should be submitted to AIPH for approval before going live. AIPH reserves the right to request amendments as necessary at any time.

The website should be in both the local language and in English as a minimum. Other main languages are encouraged.

The Expo Organizer has a responsibility to ensure that an the official film is produced and used according to the Expo and Expo City promotion and communications strategy.

#### 15.16.1 AIPH: Global Partnerships and sponsorships

AIPH will define and implement a Global Partnerships Programme (under any name as decided by AIPH) to further its objectives for Expos and provide additional revenues for Expo Organisers.

The Expo Organiser agrees to participate in the Global Programme and to grant all relevant rights and benefits, with a view to assist the AIPH Global Partners in implementation and activation of those rights, as specified in the Expo Partnerships Agreement.

The Expo Organiser shall become a full party to Expo Partnerships Agreement executed between the Expo Organiser, AIPH and Global Partners which combines all the marketing and commercial rights of the Expo Organiser and of Global Partners.

#### 15.16.2 Expo Organiser: Partnerships and sponsorships

No commercial activity in relation to the Expo may be started by the Expo Organiser prior to the signing and execution of the Expo Partnerships Agreement. The Expo Organiser agrees not to engage in any marketing or commercial activities other than as expressly permitted by the Expo Partnerships Agreement.

The Expo Organiser has the right to and is encouraged to set-up local partnerships and sponsorships while respecting global exclusivity rights of partners in the AIPH Global Partnerships Programme.

Any partnership or sponsorship agreements concluded by the Expo Organiser must not conflict with the partnership and sponsorship interests of AIPH nor with the image of the exhibition.

### **Section 16 Rules for Participation**

#### 16.1 International Participants: Partnerships and Sponsorships

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 Expo Organizer is 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.

#### 16.2 Commercial activities

All retail sale points, including those for food and beverage, souvenirs and any other goods on the Expo territory must allow payment in local currency and bank cards.

Retail sales on the stand are permitted. However, these must not exceed 20% of the total covered area of the exhibit or 100 m<sup>2</sup>, whichever is the smallest area. For stands that are larger than 2000 m<sup>2</sup> 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<sup>2</sup> (or when 500 m<sup>2</sup> 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.

### 16.3 Commercial contact days

In order to improve the commercial appeal of Class B exhibitions, the Expo Organizer must make it possible for participants to organize commercial contact days.

## **Section 17 Information and knowledge sharing**

The Expo Organizer recognizes that part of the Expo legacy is knowledge and information acquired during preparation, planning and running of the Expo. Thus, the Expo Organizer shall provide the information and knowledge to AIPH for the benefit of future Expo Organizers and Expos, free of charge, at any moment before, during and after the Expo, upon AIPH's request. As part of legacy planning, the Expo Organizer is responsible to establish a legacy plan for the long-term preservation of the related information and knowledge, including the time when the Expo organisation will no longer exist, and share this plan, alongside with contact information of the organisation(s) responsible for the Expo legacy with AIPH.

To that end, the Expo organizer shall:

- a) Establish and maintain a management unit inside the Expo organisation which coordinates all matters of information and knowledge management and keeping, and provide an appropriate contact to AIPH
- b) Once the Expo is over, transfer to AIPH the rights of use on Intellectual Property elements such as, and not limited to, files, artefacts, designs, logos, slogans, publications, official film and videos and photo archives, graphics and statistical data
- c) Deliver all the aforementioned intellectual property elements to AIPH
- d) Develop, in coordination with AIPH, an effective programme to capture and then transfer knowledge to future Expo organisers, including opportunities to experience the Expo running. For the same purpose, allow access to the Expo site for AIPH officers and members and assist, by all means, to knowledge sharing with future Expo Organizers whenever requested
- e) Create and 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 18 Managing disputes**

Disputes between the Expo Organizer and participants must be submitted to a Disputes Committee. For B exhibitions, this committee shall be composed of representatives of the organizers, of the participating countries, and AIPH.

## **Section 19 Exhibition Regulations and Policies**

19.1 For B Class Exhibitions organizers are required to prepare Regulations relating to the operation of the Exhibition and the management of international participation. These Regulations must be submitted to AIPH for approval at least two years before the opening date.

- This review and approval procedure affects the General Exhibition Regulations and if applicable the Special Regulations including the Competition Regulations.
- The review process will be coordinated by a review team appointed by AIPH which is available to support the development of the exhibition regulations
- The exhibition regulations will be formally approved by the AIPH board on recommendation of the review team

19.2 Organizers should produce policies and action plans which they will follow. These policies and action plans must be submitted to AIPH for approval at least three years before the opening date:

- **Sustainability strategy and legacy plan** (please refer to Annex X for more information)
- This shall include policies on:
  - Environment
  - Labour
  - Human rights, (this policy must align with the United Nations Universal Declaration of Human Rights)
  - Anti-corruption
  - Diversity
  - Accessibility
  - Ethical practices
- The following must be submitted to AIPH for approval at least one year before the opening date:
  - Emergency Procedures
  - Plant Health (phytosanitary) policy in compliance with national legislation
  - Crisis management
  - Ticketing programme
  - Domestic Sponsorship and commercial partnerships programme
  - Strategy on visitor' information collection, keeping and management

It might be necessary for the purposes of AIPH approval of these policies, to consult the corresponding departments inside the Expo organization for more details. The Expo Organizer shall provide the requested information and knowledge to AIPH and encourage by all means the transfer of such knowledge to AIPH.

**Section 20**  
**Relations with consultants**

A consultant is any individual or company who is not linked by an employment contract to the applicant, the government, the city, or the Expo project and who participates in or supports an applicant by providing consultancy or similar services in any way and at any time.  
The consultant binds him/herself personally for his/her activities, as well as for the activities of any person acting on his/her behalf or on behalf of his/her company.  
Any consultant shall agree, personally and on behalf of the company, not to support more than one applicant at the same time, keep and store the applicant's data confidentially and securely.

**Annexes**

- Annex I – On site inspection for B Expos – 4 years before opening
- Annex II – On site inspection for B Expos – 3 years before opening
- Annex III – On site inspection for B Expos – 2 years before opening
- Annex IV – On site inspection for B Expos – 1 year before opening
- Annex V – Final Report Template & Valuation Questionnaires
- Annex VI – Expo Communications and AIPH Brand Use Rules
- Annex VII – Competition Guidelines
- Annex VIII – Fees and guarantees
- Annex IX – Feasibility study
- Annex X - Sustainability