



# AIPH

## **AIPH Regulations for Category C International Horticultural Shows**

**Approved by AIPH General Meeting 15 September 2025, Ghent, Belgium**

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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  
C Show Category**

Expo name	Frequency	BIE approval	Duration	Application period	Specific provisions	Fees
International Horticultural Show	Interval of at least 1 month between respective opening dates when they take place on the same continent.  Opening and closing dates must be agreed with AIPH Secretariat.	No	Minimum 4 days  Maximum 30 days	Application submitted 0.5-5 years before opening date for established annual shows *  1-5 years before opening date for new shows and shows that are not annual	Minimum exhibition area of 6,000m <sup>2</sup> of which a minimum of 10% is reserved for international participants  Minimum of 6 international participants	Financial guarantee: Not applicable  License fee:  1. Established show*: €15,000 (fifteen thousand euro).  2. New show: Application Fee: €10,000 – payable once at the moment of the first application to AIPH (First Edition)  Licence Fee: €90,000 for Edition 1, €80,000 for Edition 2, and €60,000 for Edition 3 and €15,000 from Edition 4 onward.  Site inspection in Edition 1 is required  See Annex IV for detail

\* “Established shows” are the shows that:

- Have been organised for over 10 years or
- Have been previously approved by AIPH (in the last 10 years) or
- Have been recognised as “Established” shows by AIPH following 3 years of consecutive approval

## **Section 4 Application Process**

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

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

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

An application will consist of the following documents:

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

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

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

## **Section 5 Approval**

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

In case of annual event, the approval will be renewed yearly, and a license fee will be charged (See Section 3 and Annex IV). In case of a new show, the application fee is non-refundable and will be charged in Edition 1.

## **Section 6 Reporting to AIPH**

### **Class C Exhibitions**

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

A site inspection is required in Edition 1 for all new shows as part of the approval process. For subsequent editions or established shows, inspections will be not automatically required. However, AIPH reserves the right to do so in the following circumstances:

- Concerns about progress
- If a complaint is raised by a member of AIPH
- If requested by the organiser

When an inspection is required then organisers are required to provide, at their cost, the following for up to four 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, car mileage and parking fees, depending on the form of transport.
- Visa-related expenses for the inspectors, including transport to the closest visa centre, visa and consular fees
- Vaccinations for the inspectors if recommended or mandatory

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

### **Final Reports**

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

## **Section 7 Sanctions**

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

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

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

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

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

## **Section 8 Services Provided by AIPH**

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

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

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

## **Section 9 Use of AIPH Brand**

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

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

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

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

## Section 10 Exhibition Requirements

### 10.1 Opening and Closing Ceremonies

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

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

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

In addition organisers are required to cover the cost of:

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

### 10.2 International Participation

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

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

The AIPH member associations should support only those horticultural exhibitions or shows of a specialised horticultural nature which have been recognised 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 recognised by AIPH.

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

### 10.3 Competitions

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

Organisers 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. Organisers are required to provide information about these aspects when answering the application questionnaire and their response will be taken into account in the review procedure. However, AIPH recognises that arrangements for these activities will differ between exhibitions. Therefore, recommendations have been prepared for the guidance of organisers (Annex III).

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

The organisers 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 organised by the organising committee and to be eligible for prizes awarded by this committee.

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

#### 10.4 Obligations to participants

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

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

##### 10.4.1 Transport Costs

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

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

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

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

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

##### 10.4.2 Customs Formalities

Exemption from customs which is normally granted for exhibitions products must be ensured. Moreover, it is recommended that each country should also endeavor to obtain exemption from custom duties in the country in which the exhibition is held for products exhibited which will be offered free and will remain in that country.

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

#### 10.4.3 Plant Health

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

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

#### 10.4.4 Stand Equipment and Staging

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

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

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

#### 10.4.5 Insurance

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

#### 10.4.6 Financial compensation

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

##### Overall amount of money prizes

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

#### 10.4.7 Advertising other exhibitions

The organisers of AIPH registered exhibitions must allow the organisers 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 organiser and the exhibitor.

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

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

#### 10.4.8 Promotion

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

#### 10.4.9 Exhibition Regulations for Participants

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

### **Section 11 Rules for Participation**

#### 11.1 Sponsorship

All participants in AIPH recognised 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.

Organisers of all exhibitions recognised 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 organisers are entitled to limit the inclusion of or reference to them to a maximum of 5% of the total surface area of the exhibit itself.

As far as publicity is made within the exhibition, sponsorship agreements concluded by exhibitors may not be conflicting with the sponsorship interests of the organiser 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 organiser made with sponsors must be allowed.

#### 11.2 Commercial activities

Retail sales on the stand are permitted. However, these must not exceed 20% of the total covered area of the exhibit or 100 m<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 organiser 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 organisers for approval. The cost of setting up an information stand will be met by the exhibitor.

## **Section 12 Managing disputes**

Disputes between organisers and participants must be submitted to a disputes committee. This committee shall be composed of representatives of the organisers, of the participants, and AIPH.

## **Section 13 Exhibition Regulations**

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

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

### **Annexes**

Annex I – Final Report Template

Annex II – AIPH Brand Use Rules

Annex III – Competition Guidelines

Annex IV – Fees and guarantees

## Annex I – Final Report Template

### **INTERNATIONAL HORTICULTURAL SHOWS– C CATEGORY** **FINAL REPORT**

#### **I. OPERATIONAL REPORT**

##### **1. Statistics on visitors**

Minimum content needs to be covered:

- Total Number: The event attracted a total of [X] visitors, including VIP delegations, partners, and special guests.
- Age Demographics: A comprehensive breakdown of the age groups among attendees, highlighting the diversity in audience demographics.
- Satisfaction Score: Participants provided valuable feedback, resulting in an overall satisfaction score of [Y].

##### **2. Financial update**

Minimum content needs to be covered:

- Investment: Breakdown of the financial investment made in organising the event.
- Expenses: Detailed analysis of expenditures covering various aspects of the event.
- Benefit: Assess the return on investment, including financial gains and non-monetary benefits.
- Additional Insights: Any notable financial highlights or trends.

##### **3. Accessibility and Traffic**

##### **4. Programme and Activities**

- Education and Sustainability events
- Horticultural networking, conference, workshops
- Events for kids

##### **5. Marketing (PR, Communications, etc.,)**

Minimum content needs to be covered:

- Media Coverage and Recognition: Comprehensive details of regional, national, and international media coverage, including quotes and excerpts from news articles, blogs, or social media posts emphasising the event's impact.
- Online Presence: Growth in social media engagements, website visits, and other online metrics.
- Visitor Engagement: Quantitative data on the number of participants in online and offline events, contests, and social media interactions.
- Post-Event Survey: Insights from post-event surveys, capturing participant feedback and suggestions for improvement.

##### **6. Participants and Competitions**

##### **7. Sales and Ticketing**

Breakdown of sales in merchandise, F&B, plants, etc.

##### **8. Partnerships and Sponsorships**

## II. IMPACT AND LEGACY OF THE SHOW

### 1. **Impact of the show on local and national development:**

- Horticultural Industry Impact: Insights into how the event influenced the horticultural industry: impact on sales, collaboration and partnership, studies, research, etc.,
- Community Engagement: Social responsibility and Sustainability projects/events associated with the event.
- Reputation of Host City: Economic impact (including increased tourism, job creation, and business opportunities, etc.), media exposure, and branding benefits for the host city.

### 2. **Legacy of the show**

- Outline plans for sustaining the impact of the event.
- Detail any follow-up initiatives, such as ongoing educational programs, publications, or partnerships.

## III. BEST PRACTICE

Highlighting the success stories of individuals or organisations that benefitted significantly from the event.

## Annex II – AIPH Brand Use Rules

### AIPH Brand Use Rules

#### Guidelines on AIPH Masterbrand logo

AIPH brand must be used in association with the promotion and endorsement of exhibitions. Following approval by AIPH the Organisers are required to follow the AIPH Brand Use Rules, according to the minimum requirements indicated in section 12 of the Regulations and below.

#### Introduction

The AIPH masterbrand logo is a visual symbol of the purpose of our brand. It is reflective of our role as the world's champion for the power of plants. The following pages explain the usage of the AIPH identity system to create a forward thinking, co-operative brand. Please follow the guidelines carefully. We have developed these guidelines to help to build and maintain a clear, consistent and successful visual identity.

#### The AIPH masterbrand logo

The AIPH masterbrand logo is a visual representation of our brand, and its integrity must be maintained at all times. It comprises two elements:

- **The Floral icon**
- **The wordmark**

The logo must always appear in the proportions shown, and no attempt should be made to redraw, stretch, squeeze or distort the logo in any way.

The icon should only be used in conjunction with the wordmark.



*Version 1 / 16. 02.2021*

## Logo iterations and lock-up – corporate

The AIPH masterbrand logo has been created in 2 versions – the ‘corporate’ colour version as appears here and the ‘mono’ versions as per the examples on the following page. The colour logo should only be used on a white background – it should never be used on a coloured background.

The AIPH logo should never be reproduced as a grayscale. In instances where reproduction necessitates a single colour logo iteration, use the mono version.

### Logo lock-up

There is a variant in the masterbrand lock-up which contains:

- **Icon + wordmark**

as represented below:



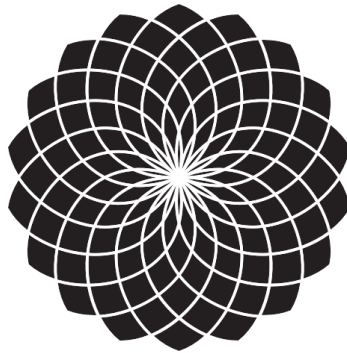
## Logo iterations and lock-up – mono

In instances where reproduction necessitates a single colour logo iteration, use the mono version as shown here. If mono version is used, choose background colors or photos that provide sufficient contrast with the logo.

### Logo lock-up

Masterbrand mono lock-up contains:

- Icon + wordmark (mono) in black or white on highly contrasting background



**AIPH**



**Logo iterations – horizontal configuration**

The AIPH masterbrand logo has also been created in a horizontal configuration in both 'corporate' colour and mono versions.



**Isolation areas**

The AIPH masterbrand logo should always be surrounded by a minimum area of space. The area of isolation ensures that headlines, text or other visual elements do not encroach on the logo.

The area is defined by a unit value equating to a third of the width of the 'floral icon' which is referred to as x. A margin of clear space equivalent to x is drawn around the logo to create the invisible boundary of the area of isolation.

This area of separation is a minimum and should be increased wherever possible.



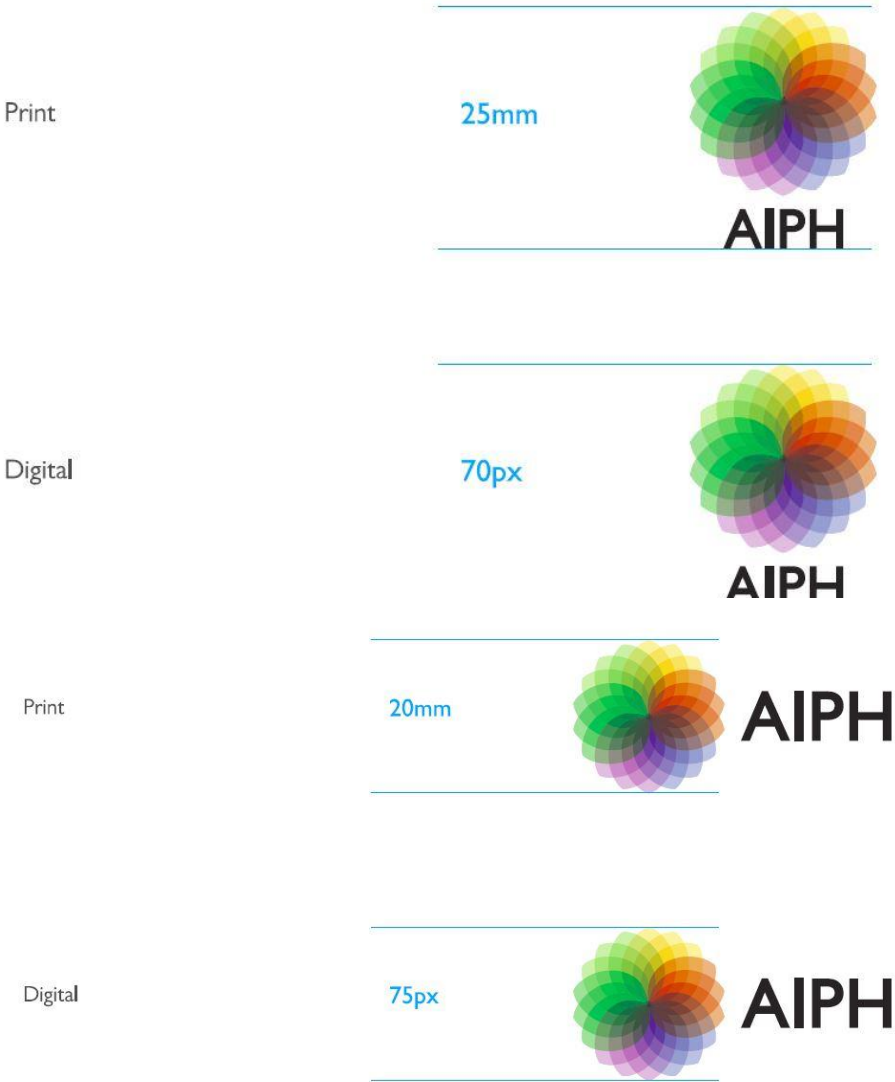
# Minimum Size

Maintaining the integrity of the AIPH logo is very important.

There is no preset maximum size for the AIPH logo. Minimum sizes are defined here. There are specific “.png” files for use as web browser favicons and social media avatars which display in a number of sizes from 16 px by 16 px - 128 px by 128 px.

Any use of AIPH logo below the minimum size must gain prior approval from AIPH.

The width of the denomination should be equal to the width of wordmark.



# Colour

Colour plays a very important role in establishing the visual identity and is chosen very carefully.

The AIPH brand palette consists of 6 colours which make up the logo; percentage tints can be used of any of these colours. The brand colours are derived from the range of “plant hardiness zone” colours – it is also from this spectrum that the brand colour names are referenced. Positioning of colours should be accurate when used.

Zone 3a	C20 M45 Y0 K0	R199 G151 B197	Web C7 97 C5
Zone 5a	C50 M30 Y5 K0	R130 G159 B202	Web 82 9F CA
Zone 6a	C70 M0 Y95 K0	R79 G184 B79	Web 4F 88 4F
Zone 7a	C35 M0 Y75 K0	R175 G212 B108	Web AF D4 6C
Zone 8b	C0 M15 Y75 K0	R255 G214 B92	Web FF D6 5C
Zone 10b	C7 M65 Y85 K0	R229 G119 B61	Web E5 77 3D



## Typography

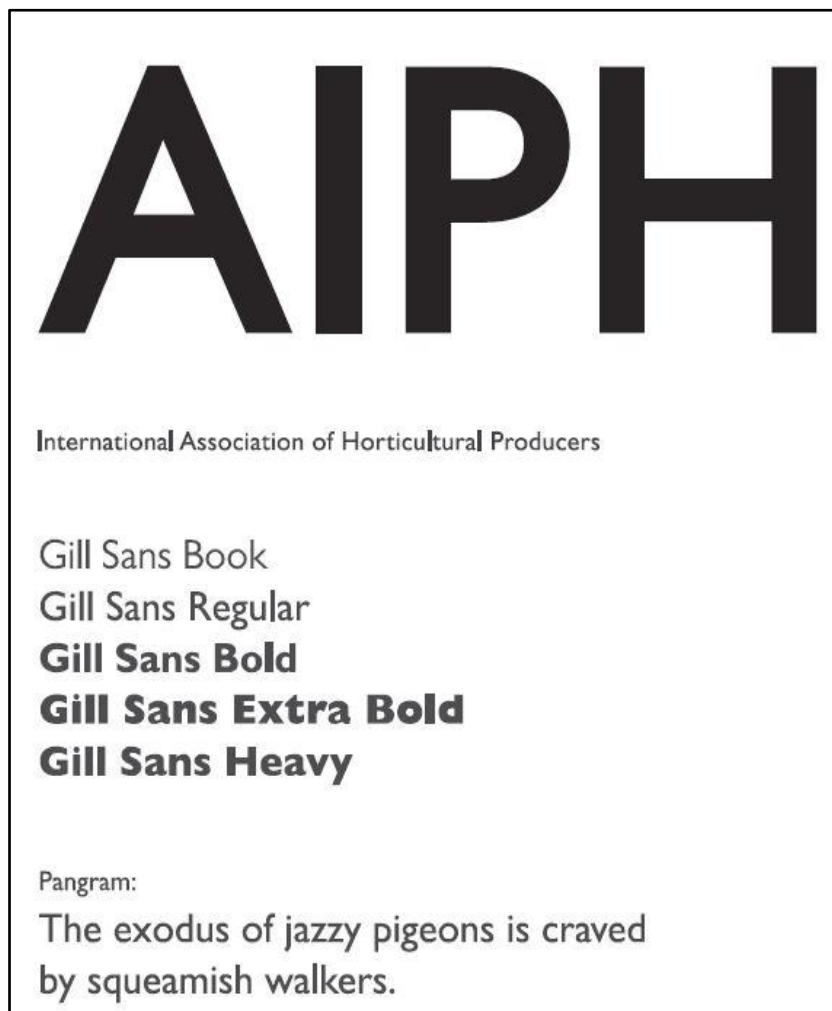
The basic version of the logo defines that the typography used should be of uniform thickness and bold letters (sans-serif) to complement the visual form of the logo.

The AIPH wordmark uses the typeface Gill Sans Regular as its foundation – from which new proportioned letterforms have been designed. Gill Sans is a distinctive “grotesque” typeface with a versatility of use that is almost limitless.

The AIPH logo iteration “Icon + wordmark + organisation name (full articulation)” also uses the typeface Gill Sans Regular – and in this logo context it should always be formatted as “mixed case” as shown.

Gill Sans should always be the default primary typeface for the creation of any AIPH printed or web applications and documents. The vast number of styles and weights affords flexibility to handle all required levels of text (heading, sub-heading, body text, etc.).

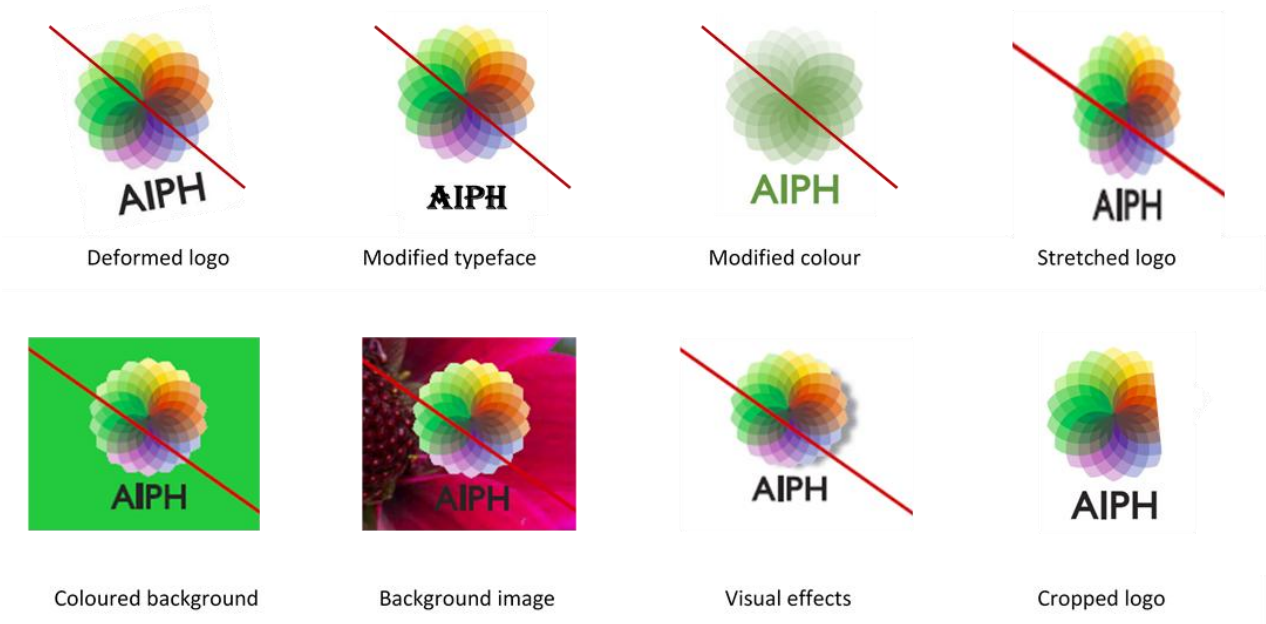
The typeface Arial is the primary support typeface and should only be used when Gill Sans is not present.



### Incorrect Logo Usage: Do Not Do These

When using the AIPH logo, the following rules should be adhered to at all times. To maintain consistency throughout our identity application, it is essential that the logo is never altered in any way. Here are a few examples of what not to do. It is essential that the logo is always reproduced using supplied master artwork files:

- The logo should never be manipulated, stretched, distorted, cropped or rotated.
- The logo should never have drop shadows or other graphic effects added.
- The colour logo should never be placed on a coloured or imagery background.



## **Guidelines on placement of AIPH Logo and lock-up**

In addition to the following requirements of AIPH, the BIE have their own requirements for logo and lockup usage which A1 category Expos need to comply with, following BIE recognition.

### **Use of AIPH logo at the Expo**

The logo of AIPH and of Expo must be displayed, in a visible way, on the website of the Expo and must be included in all the audio-visual and social media materials produced for promotional, educational and communication purposes.

The website homepage of the Expo prepared by the Organisers, must contain a link to the website and social media channels of AIPH.

The organisers are required to display the logo of AIPH and the Expo in all activities and events connected to the promotion of the Expo, such as forums, conferences, symposia, working groups, press conferences, cultural events, receptions, and other events.

The Expo organisers will include the logo of AIPH and of Expos in all prizes, awards and certificates awarded in the context of an Expo (medals, objects, paper documents, etc.).

### **AIPH Lockup**

A lockup must be used whenever the AIPH logo is used and positioned with the Expo logo, and the AIPH logo's size, placement and proximity need to be considered.

### **Area of separation**

As outlined in these guidelines the AIPH logo should always be surrounded by a minimum area of space; accordingly the area of separation between the two logos must adhere to at least the defined clear space as a minimum. Additionally, consideration must be given to the proportional relationship between AIPH masterbrand logo and the Expo logo.

Exhibition organisers are required to develop an AIPH lockup in line with the following:

- The lockup must include the exhibition logo and the AIPH logo.
- The size of both logos and the clear space around the logos should be equal.
- If the exhibition logo is vertical, the AIPH vertical logo must be used in the lockup. If the exhibition logo is horizontal, horizontal AIPH logo must be used in the lockup.
- The exhibition logo must be situated on the left, AIPH logo must be situated on the right side of the lock up, divided by a separating line. The exception is when the exhibition logo also uses the BIE logo, in which case, the AIPH logo is placed in a lockup on the right of the BIE logo.
- The clear space between two logos, as well as the space between separating line (or design) and the logos must fall in line with the rules stated by AIPH' use of the logo.
- The AIPH lockup should be used in specific activities and interactions in direct relation to the AIPH and its members throughout the A1, B, C and D Exhibitions.

- The lockup must be used for all institutional purposes (e.g. on stationery, official documents, official website) and promotional purposes (e.g. in advertising, promotional documents, on promotional items) on any media or platform.
- The final design should be submitted to AIPH for approval.

Examples of horizontal and vertical logo lockups are shown below.



For A1 category expos, where the expo logo is in a lockup with the BIE logo, the AIPH logo must appear with a lockup to the right of the BIE logo. The regulations and clear space of both the AIPH and BIE logos must be applied.



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

- In all internal and external communications by the organiser
- On all promotional material produced for the exhibition

- On the exhibition website, which must include a link to AIPH website
- On information provided to exhibitors
- On information provided to sponsors
- On exhibition entrances
- On exhibition entry tickets
- On badges, accreditation cards
- On media releases, press kits

The AIPH lockup may not be used next to any sponsor logos, which may imply a false association with AIPH. Any use of the logo by sponsors must be approved by AIPH.

### **Merchandise**

The AIPH brand may be used on official 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.

The AIPH logo and/or lockups cannot be used:

- In mobile apps, other than the official Expo App produced by the Organiser (Only organisers can use the lockup)
- On company advertisement websites
- On company brochures, flyers
- As animated versions
- On banners and flags used by tourist guides

## **AIPH Flag use**

### **Use of the Flag of AIPH at Expos**

AIPH logo can solely be used on the AIPH flag by the organiser in horizontal version and in keeping with brand requirements. The flag may only be used at events and locations authorised by the AIPH and should not be situated next to any commercial entities, to prevent unauthorised association.

The AIPH flag, of large size, shall have the same size as those of the organising and participating countries. The flag shall be raised during the opening ceremony.

The positioning of AIPH logo should be in accordance with Isolation Areas rules.

The flag of AIPH and of Expos must fly, very visibly, during the entire duration of the Expo, from the opening to the closing, and must be positioned in the middle relative to the other flags and right next to the flag of the Organiser/ host Country.

The AIPH flag will be positioned in a visible location at each event, such as press conferences, cultural events related to the Expo, forums, seminars, working groups or at the premises of the Expo Organisers.

### **Contact**

AIPH Masterbrand logo and all its iterations are available from the AIPH Secretariat in formats compatible with digital and print use.

Questions about applying the logo should be addressed to AIPH Communications Executive, Ms. Rachel Wakefield.

E-mail: [rachel.wakefield@aiph.org](mailto:rachel.wakefield@aiph.org)

## Annex III. Competition Guidelines.

### COMPETITIONS, JUDGING AND AWARDS

#### Competitions:

1. All participants/exhibitors should have the opportunity to participate in competitions and be eligible for awards.
2. Competitive classes should provide for the assessment of whole exhibits, groups of plants, and individual plants.
3. Participation in competitions should be encouraged but not mandatory.
4. Participants/exhibitors should be invited to enter product competitions at least **one month** before the opening of the exhibition.
5. A schedule of all competitive classes should be made available to judges before the judging process begins.
6. Detailed Competition Regulations must be available **six months** before the exhibition, outlining competition classes, registration, judging criteria, awards, and ceremonies. AIPH can provide support for drafting these regulations.

#### Judging:

1. The organiser must ensure that judging arrangements are in place well before the exhibition opens.
2. Members of juries should be appointed at least **two months** prior to judging. A list of jury members must be submitted to AIPH at least **one month** before judging begins.
3. An **International Honorary Jury**, consisting of at least **five members**, must be established. At least **two members** should be nominated by AIPH.
4. The International Honorary Jury will validate awards and judge principal international categories.
5. Other competition classes will be judged by juries of at least **three members**, including experts in relevant horticultural fields.
6. The International Honorary Jury should meet at least **once** during the exhibition to finalise award decisions.
7. Temporary exhibits and short-term competitions should be judged separately, and the process must be completed before the respective show opens.
8. The jury's final decisions should be displayed publicly by the conclusion of the event.
9. Sub-category and product-specific competitions will be judged by expert juries with at least **three members**.
10. Each jury member shall have **one vote**.
11. Organisers may appoint panels of technical experts to assist juries, though they will not have voting rights.
12. Documents related to the judging process should be available in English and, if possible, in other relevant languages.
13. Any disputes arising during judging will be resolved by the International Honorary Jury.

#### Awards:

1. Full details of prizes should be made available **three months** before the exhibition opens.

2. Each competition category should have at least **three awards**, but juries may adjust this based on the quality of exhibits.
3. The **International Honorary Jury** will award the principal international prizes.
4. Prize-winning exhibitors should be notified as soon as possible, with awards presented in a timely manner.
5. The total number and value of prizes will be determined by the organisers and included in the application process.

### **AIPH International Honorary Award:**

#### **Procedure:**

1. The **International Honorary Jury** will select the winner of the **AIPH award** just before the exhibition closes.
2. Both indoor and outdoor international participants are eligible.
3. **One winner** will receive the AIPH trophy.

#### **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 realisation 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 IV. Fees and guarantees.**

### **License Fee:**

For all exhibitions, organisers are required to pay AIPH the applicable license fee and, where applicable, site inspection costs. The fees are summarised below

#### *1. New shows*

- **1st Edition Application:**
  - **Application Fee:** €10,000 (non-refundable)
  - **License Fee:** €90,000
  - **Site Inspection: Required**
- **2nd Edition Application:**
  - **License Fee:** €80,000 \*
  - **Site Inspection:** Not required
- **3rd Edition Application:**
  - **License Fee:** €60,000 \*
  - **Site Inspection:** Not required
- **From 4th Edition Onwards:**
  - **License Fee:** €15,000 \*
  - **Site Inspection:** Not required

\* Second, third and fourth Edition applications from the same Show benefit from a reduced fee. This decrease is only applicable if the Show has complied with AIPH Regulations regarding the approval received in the previous Edition, i.e. submitted the Show Report.

The application fee must be paid to AIPH directly as the application is submitted or before the site inspection, whichever is soonest.

The application fee is non-refundable if the application is unsuccessful for any reason.

#### *2 Established shows:*

Shows that have been organised for over 10 years Or Shows previously approved by AIPH (in the last 10 years) Or Shows recognised as “Established” shows by AIPH following 3 years of consecutive approval.

- Application Fee: waived
- **License Fee:** €15,000 per Edition
- **Site Inspection:** Not required

In the event that AIPH is requested to provide International Jury Member or an AIPH Prize, an additional fee of €5,000 will be applied.

100% of the License fee is payable within 6 months of approval or at least 6 weeks before the next AIPH General Meeting, whichever is soonest. In case the license fee payment is not satisfied, the approval will be withdrawn.

The Licence Fee is non-refundable, including for cancellation of the Exhibition and withdrawal of AIPH approval.

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.