

Exhibition guidelines 2012

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Objectives

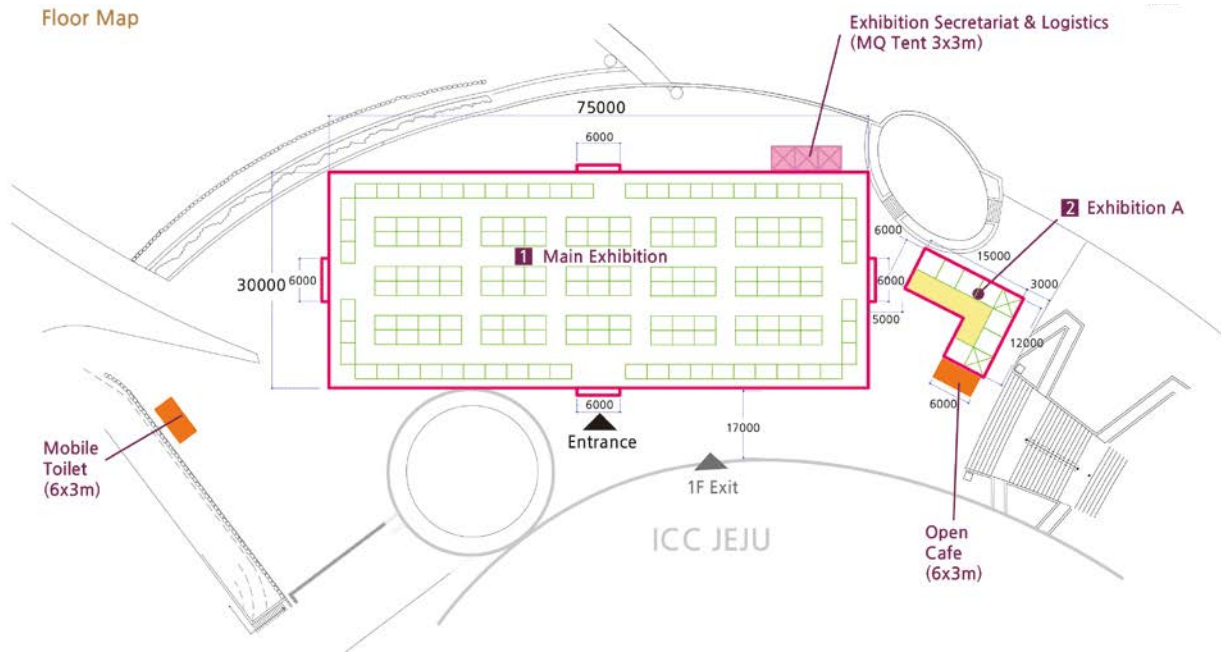
The Exhibition at the IUCN 2012 World Conservation Congress is designed to provide IUCN Members, Commissions and partners the opportunity to showcase their organizations and projects related to the Congress theme Nature+ and the *IUCN Programme 2013-2016*.

The Exhibition is an integral part of the Congress. As such we are asking Exhibitors to adhere to the highest possible environmental standards – using environmentally friendly and/or reusable/recyclable materials and minimizing packaging and waste – as far as possible. Let's “walk the talk” and honour the 3 R's: Reduce, Re-Use and Recycle. A special checklist can be found under:

http://cmsdata.iucn.org/downloads/green_expo_guidelines_for_2012_iucn_congress.pdf.

Spatial layout

The spatial planning of the venue is such that the Member, Commission & Partner Exhibition forms a key element of the IUCN World Conservation Congress and both work in synergy. The Exhibition will be located on the ground floor of the Congress Venue (ICCJ) in a marquee (Main Exhibition) and a sub modular container (Exhibition A). The Main Exhibition has 155 booths of 6m² each. Once the 155 exhibition booths are sold it will be possible to rent 7 booths of 9m² in Exhibition A.



IUCN, the Congress Venue (ICCJ) and the Professional Exhibition Organizer (EZpmp) each reserve all rights to make changes to the layout and the exhibition space for organizational reasons, without incurring any responsibility nor being liable for compensation to the Exhibitors. Any variation in the exhibition space will be communicated to the Exhibitor in writing and via the Congress website (www.iucn.org/congress).

Stand design

Exhibitors will be required to use the standard shell scheme stands on offer that are available in units of 6m² in Main Exhibition / 9m² in Exhibition A. Due to limited number of exhibition booths available, IUCN has limited each application to one unit per organization, with a possibility of requesting a second. A request for a second stand unit will be placed on a waiting list and IUCN will make a decision in due course. The criteria for awarding the second stand will be assessed according to our ability to accommodate as many Members, Commissions and partners as possible, but also to ensure the optimum diversity of the space as a whole. IUCN will endeavour to clear the waiting list as soon as feasible, and no later than the end of May 2012.

Two types of stands will be available for the period of Thursday 6 September to Saturday 15 September 2012 according to their location:

- ✓ in-line unit (one open side) or
- ✓ corner unit (two open sides)

Each standard booth will be equipped¹ with:

<Main Exhibition Booth>

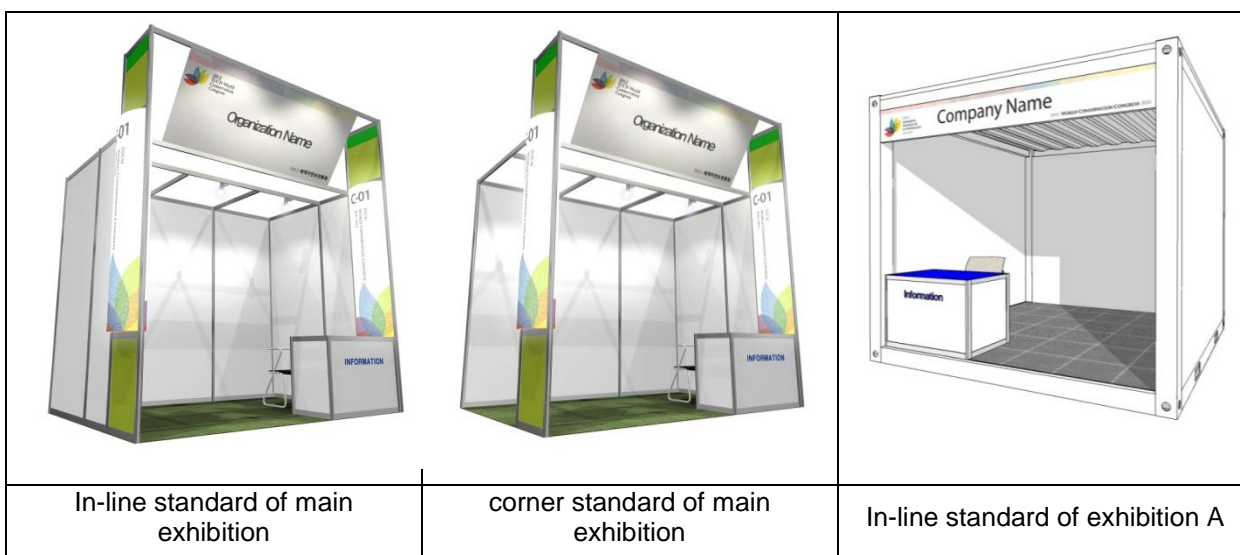
- ✓ Surface of 3m length x 2m depth with back-panel walls of 2.50m high white-coloured recyclable and re-usable aluminium structure with fiber-textile floor cover
- ✓ White fascia board (to name the organization) along the open stand front (1 per open side) with letters that will be 10cm high with a maximum of 30 characters including space
- ✓ Clamp-on 100W spotlight rail, on a 50W/m² base, 1 light per 2m², total 3 lights per stand of 6m²
- ✓ 1 KW, 220V electrical switchboard for general stand lighting with one free socket (for maximum of 1 electrical appliance)
- ✓ Electricity consumption per day for 12 hours (should the Exhibitor require electricity on a 24-hour basis, e.g. a refrigerator, the venue will charge the surplus directly to the individual Exhibitor)

- ✓ 1 rectangular table (100cmx50cmx75cm)
- ✓ 2 chairs
- ✓ 1 complimentary “Exhibitor” badge that allows access to the entire Congress venue. You will not be able to purchase additional Exhibitor badges. The Exhibition tent can be accessed freely without registration. Any additional staff/representative/agent wishing to access the Congress venue will need to be registered as a Congress participant according to the appropriate [registration category](#). (Please see www.iucn.org/congress for further details.) For security reasons, the person receiving the “Exhibitor” badge will be required to provide details through the online registration system, including full name, passport number, photo identification and other data in advance of the opening of the Congress.

<Exhibition A Booth>

- ✓ Surface of 3m length x 3m depth with back-panel walls of 2.75m high white-coloured recyclable and re-usable steel structure with fiber-textile floor cover
- ✓ Plastic panel on graphic fin (to name the organization) along the open stand front (1 per open side) with letters that will be 10cm high with a maximum of 30 characters including space
- ✓ 1 fluorescent lamp per stand of 9m²
- ✓ 1.1 KW, 220V electrical switchboard for general stand lighting with one free socket (for maximum of 1 electrical appliance)
- ✓ Electricity consumption per day for 12 hours (should the Exhibitor require electricity on a 24-hour basis, e.g. a refrigerator, the venue will charge the surplus directly to the individual Exhibitor)
- ✓ 1 rectangular table (100cmx50cmx75cm)
- ✓ 2 chairs
- ✓ 1 complimentary “Exhibitor” badge that allows access to the entire Congress venue. You will not be able to purchase additional Exhibitor badges. The Exhibition tent can be accessed freely without registration. Any additional staff/representative/agent wishing to access the Congress venue will need to be registered as a Congress participant according to the appropriate [registration category](#). (Please see www.iucn.org/congress for further details.) For security reasons, the person receiving the “Exhibitor” badge will be required to provide details through the online registration system, including full name, passport number, photo identification and other data in advance of the opening of the Congress.

¹IUCN and its providers retain the right to slightly modify the above description of structure and furniture provided.



Rates

Stands will be available for the period of Thursday 6 September to Saturday 15 September 2012. The cost for in-line and corner booths, according to the renter's status, is listed below. The renting of booths is exempted from Korean Value Added Tax (VAT). A maximum of two modular stands can be purchased by one organization or Exhibitor, once the second stand has been cleared from the waiting list.

	Members / National and Regional Committees	Partners and others
In-Line* standard shell scheme stand of 6m ² or 9m ² as described above (one open side)	1500CHF	2000CHF
Corner* standard shell scheme stand of 6m ² as described above (two open sides)	1650CHF	2150CHF

* Due to physical limitation, only a certain number of in-line (58% of inventory) or corner stands (42% of inventory) are available. We will do our best to accommodate your preference, however if the requested category is no longer available, the assignment of space will fall by default to the other category (at higher or lower rate).

Your application for a stand covers the following:

- (i) a modular stand as described above;
- (ii) general security service during the official set-up, decoration and dismantling periods;
- (iii) general security from 7 to 15 September;
- (iv) storage space of a minimum of 27m² for the period 5 to 15 September;
- (v) facilitation of importation of goods through the official freight forwarder;
- (vi) fire protection, general lighting;
- (vii) appropriate recycling facilities;
- (viii) air-conditioning (if necessary);
- (ix) general cleaning of the aisles adjacent to the stands.

The cost of any other item or service ordered under the rental agreement beyond what is provided in the list above will be the responsibility of the individual Exhibitor.

Dates and opening hours including set-up and dismantling

Member, Commission & Partner Exhibition										
Date	5 Sep	6 Sep	7 Sep	8 Sep	9 Sep	10 Sep	11 Sep	12 Sep	13 Sep	14 Sep 15 Sep
Event			FORUM and ASSEMBLY 6-11 September 2012				ASSEMBLY	Excursion day	ASSEMBLY 12-15 September 2012	
Set-up		8:00 – 15:00								
Exhibition hours			10:30 – 20:00	8:30 – 20:00	8:30 – 20:00	8:30 – 20:00	8:30 – 20:00	8:30 – 20:00	Closed	8:30 – 20:00 8:30 – 20:00
Dismantling	x									14:00 – 24:00

How to book a stand

Please register your organization online by visiting [IUCN - Exhibit](#) and submit your application by filling in **all** requested information.

Incomplete submissions may lead to delays that could negatively affect your application. Please note that there is a limit of two stands per organization. As explained above, requests for a second stand will be placed on a waiting list and will be dealt with during a second round of allocations – subject to availability of space.

General rules and regulations

1. Types and eligibility

- a. The exhibition is primarily for Members, Commissions and partners. National and Regional Committees are also entitled to exhibit but not the IUCN national or regional offices.
- b. Non-members, including the private sector, intergovernmental organizations and non-governmental organizations seeking exhibit space will be screened by IUCN.
- c. All products and services to be exhibited must be directly related to the [overall theme of the Congress](#), and preferably to at least one of the Congress themes and/or the IUCN Programme 2013-2016, and are subject to approval by IUCN, which reserves the right to refuse exhibits that do not comply with the character of the Congress. Exhibitors may not display products or services other than those serviced, manufactured or regularly distributed by them.
- d. All displays need to meet the safety and hygiene rules and any other rules imposed by the Venue (ICCJ), and/or by local, national and international regulations. Should any of the aforementioned rules be infringed upon, IUCN and/or the Professional Exhibition Organizer (EZpmp) and/or the Venue (ICCJ) reserve the right to close the stand and request the Exhibitor to cease all activities.
- e. IUCN and/or the Professional Exhibition Organizer (EZpmp) and/or the Venue (ICCJ) reserve the right to refuse any application or prohibit any exhibit without assigning any reason for such refusal or prohibition.

2. Booking, assignment, contracting and invoicing of space

- a. Preference will be given to IUCN Members and National and Regional Committees that have sent their requests for a standard shell scheme booth by 15 May 2012. Booth confirmation will be sent in writing by 31 May 2012.
- b. Non-members are invited to return their requests as soon as possible, and their spaces will be confirmed based on space availability from 31 May 2012.
- c. Should IUCN face a higher demand than supply, priority will be given on a first-come, first-served basis to IUCN Members that:
 - i. are in good financial standing, i.e. having paid their membership dues up to and including 2011,
 - ii. are contributing to the Forum, have submitted a motion and/or are presenting an innovative exhibition concept.
- d. When launching the sale of exhibition space, 75% of the existing space is pre-reserved for Members, National and Regional Committees and Commission participation and 25% for partners. This percentage pre-allocation of space will be reviewed if necessary.
- e. Due to limited space and high demand, Exhibitors will be limited to a maximum of two stands per registered organization, with the second one to be confirmed after the waiting list is cleared. No exception to this rule will be made. Only the dividing wall between two adjacent stands rented by the same organization can be removed for creating a 12m² space. The other walls cannot be removed to avoid the creation of larger zones.
- f. The Exhibitor has 10 working days from reception of confirmation to accept and counter-sign the rental contract. Failure to return counter-signed rental agreement will be considered as withdrawal and pre-reserved stand will be allocated to a wait-listed request.
- g. Upon receipt of counter-signed rental contract by the Exhibitor, she or he will receive an invoice. Rental payment is within 30 days of invoicing. Payment shall be made by via bank transfer in CHF including all bank charges.
- h. Should the payment by the Exhibitor not be made within 30 days of invoice issuance date, the reservation will be cancelled and pre-reserved stand will be allocated to a wait-listed request.

- i. The final floor plan including booth number, its allocation and other logistical information such as freight forwarding instructions, will be issued by EZpmp by June 15, 2012 at the latest.
- j. Each stand of entitles the organization to receive one complimentary Exhibitor badge (allowing access to Exhibition and ICCJ). Any additional badges will need to be purchased according to the [registration category](#).
- k. Allocation of space remains at the discretion of IUCN according to the following criteria:
 - ✓ Ensuring best traffic flow
 - ✓ According to request for in-line versus corner location and availability
 - ✓ According to first-come, first-served basis with priority to Members in good financial standing, and having requested space by 15 May 2012.

3. Cancellation rules

a) Cancellation of a space booked by the Exhibitor

If a standard shell scheme stand confirmed in writing needs to be cancelled by the Exhibitor, written cancellation of the total exhibition space will be accepted under the following conditions: if received

- Prior to 10 July: refund of 40% of the total Booth fee; and
- After 10 July no refund.

In the event that the entire exhibition space can be rented again, and that all space in the Exhibition is fully booked, only a cancellation administrative fee of 20% of the total stand rental will be made.

All cancellations must be in writing via e-mail to the Professional Exhibition Organizer (EZpmp).

b) Cancellation of the Exhibition by IUCN/Professional Exhibition Organizer/Venue

IUCN and/or the Professional Exhibition Organizer (EZpmp) and/or the Venue (ICCJ) are entitled to cancel the Exhibition in the event of reasons beyond their control that prevent or substantially hinder the planned holding of the Exhibition. If IUCN and/or the Professional Exhibition Organizer and/or the Venue (ICCJ) are compelled to ultimately cancel the Exhibition, without organizing another Exhibition in its place within 12 months, then the Exhibitors are released from their obligation to pay the balance due at the closing date for applications. In the case of cancellation of the Exhibition, the Exhibition Organizers and IUCN will return the part payments received less the sum equivalent to the costs which have arisen for the Exhibition Organization up to the time of cancellation.

c) Force majeure

If the Exhibition has to be cancelled or changed due to unforeseen political and/or economic events, acts of God, a national emergency or general "Force majeure", neither IUCN, nor the Professional Exhibition Organizer, nor the Venue (ICCJ) can be held liable for any compensation.

d) Inability to provide assigned space

In case any part of the exhibition hall is destroyed or damaged so as to prevent IUCN and/or the Professional Exhibition Organizer and/or the Venue (ICCJ) from permitting an Exhibitor to occupy the assigned space during any part or the whole of the Exhibition period, then the Exhibitor will be charged for space only for the period of time the space was or could have been occupied by the Exhibitor, and the Exhibitor hereby waives any claim against the Professional Exhibition Organizer and/or IUCN for losses, damages and compensation that may arise as a consequence of such inability to occupy assigned space.

e) Place of jurisdiction

In the case of litigation, the place of jurisdiction is Seoul, Korea

4. Rules of conduct for Exhibitors

a. Annoyance:

IUCN and/or the Professional Exhibition Organizer and/or the Venue (ICCJ) reserve the right to stop any activity of any Exhibitor that may cause annoyance to other Exhibitors and/or visitors. This is not limited to audio/visual devices. All activities must be conducted from within the rented stand.

b. Code of conduct with regards to preserving our environment:

Each Exhibitor will pledge to have the most environmentally friendly attitude in conducting its activities on the rented stand, by and not limited to, respecting the 3 R's: Reduce, Reuse and Recycle.

c. Damage to the venue/rental equipment:

Exhibitors must, at their expense, maintain the modular shell scheme stand and keep it in clean, good order and return it as received. Any damages will be at the Exhibitors' expense.

d. Fire Precautions:

Police regulations, fire regulations and other official regulations are to be observed at all times, including during the decoration and dismantling of the exhibits. Fire extinguishers will be provided by the Venue (ICCJ) in the display areas and placed as regulations require. The Exhibitors must comply with any reasonable instructions given by the appropriate authority and/or the Venue (ICCJ) and/or the Professional Exhibition Organizer (EZpmp) to avoid the risk of a fire.

e. Insurance:

While on the premises, exhibition goods and packaging materials shall be insured at the expense and risk of the individual Exhibitor. Each individual Exhibitor should therefore contact its own insurance company or can solicit the help of the Professional Exhibition Organizer (EZpmp) to contract temporary insurance.

f. Liability:

Whilst IUCN and/or the Professional Exhibition Organizer and/or the Venue (ICCJ) will endeavour to protect exhibition property whilst on display at the Member, Commission and Partner Exhibition, it must be clearly understood that neither the management of the Venue (ICCJ), IUCN nor the Professional Exhibition Organizer (EZpmp) can accept liability for any loss or damage sustained or occasioned from any cause whatsoever. Exhibitors will be responsible for all damage to property and for any loss or injury caused by them or their employees/representatives/agents and will indemnify the Venue (ICCJ), IUCN and the Professional Exhibition Organizer (EZpmp) against all claims and expenses arising there from.

g. Obstruction of gangways, emergency exits and open space:

Gangways must at all times be kept clear and free for passage. All emergency exits and access to service areas are to be kept clear at all times. They must not be restricted or rendered unrecognizable. Public gangways shall remain the means of escape even during installation and dismantling periods.

h. Regulations of the Congress Venue (ICCJ):

The rules and regulations of the Venue (ICCJ) with regard to safety precautions and fire prevention, as well as other public law safety regulations, are applicable. They can be found in the Exhibition Service Kit available from end of the May 2012.

i. Right of admission reserved:

Right of admission is reserved to IUCN and/or the Professional Exhibition Organizer (EZpmp) and/or the Venue (ICCJ). This policy applies to construction, decoration and dismantling periods and during the Congress.

Children: children under the age of 18 are not permitted in the Congress Centre during the set-up and dismantling periods. During the Congress, children under 12 years of age must be accompanied by their parents and/or legal guardian.

Animals: animals are not allowed in the Exhibition or the Venue (ICCJ). Trained guide dogs for those with visual impairments are permitted but please advise a member of the Professional Exhibition Organizer (EZpmp) prior to the Congress.

j. Security:

Each Exhibitor must make provisions for the safeguarding of their goods, materials, equipment and displays at all times. A general security service will be provided by IUCN and/or the Professional Exhibition Organizer (EZpmp) and/or the Venue (ICCJ) during the decoration/dismantling and Exhibition periods but the security service will not be responsible for personal injury, loss and/or damage to any property from any cause.

k. Smoking ban:

Smoking is prohibited in all public indoor areas, including privatized areas.

Exhibition Service Kit

(Application download available end of May, 2012)

Should you be interested, the Professional Exhibition Organizer (EZpmp) will make available the following services from the Exhibition Service Kit, at an additional cost to the individual Exhibitor:

- ✓ Additional furniture, audio-visual equipment, plants and other services
- ✓ IT and IT equipment
- ✓ Catering
- ✓ Customs, shipping and storage, including parking and access to the Congress Venue
- ✓ Temporary staff (Host/hostess)
- ✓ Additional electrical requirements

Deadlines

DATES	TASKS
15 May 2012	Deadline to rent an exhibition booth
31 May 2012	Preference to be given to IUCN Members that have sent their online request for a standard shell scheme
10 June 2012	Rental agreement sent to IUCN Members that have requested by 15 May 2012.
20 June 2012	Rental agreement sent to partners and others according to first-come, first-served rule
	Exhibitor has 10 working days from reception of assignment to accept and counter-sign the rental contract. Failure to return the rental agreement will be interpreted as withdrawal and pre-reserved stand will be allocated to wait-listed requests
	Rental payment is within 30 days of invoicing, by bank transfer transaction in Swiss francs including charges. Failure to pay within 30 days will be interpreted as withdrawal and pre-reserved stand will be allocated to wait-listed requests
30 June 2012	Final data about Organization to be entered on final programme and/or website
13 July 2012	Deadline for submitting the name and all required details for the complimentary Exhibitor's badge
13 July 012	Deadline for ordering extra equipment and catering services

Contacts

FOR ANY FURTHER ASSISTANCE AND/OR INFORMATION

Please do not hesitate to contact
EZpmp INC.

KOIMA B/D 3F, 874-1, Bangbae4-dong, Seocho-gu, Seoul 137-839, Korea

Tel : +82 -2 -3475 -2606

Fax : +82 -2 -3475 -2666

E-mail : exhibition@ezpmp.co.kr

*IUCN and/or the Professional Exhibition Organizer (EZpmp) and/or the Venue (ICCJ)
reserve the right to modify the Content of these Guidelines for Exhibitors upon written notification.*