



AIPH

AIPH Regulations for International Horticultural Exhibitions

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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.

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

A1 Exhibitions:

According to Article 4.B.2 of the Convention Relating to International Exhibitions, the Bureau International des Expositions (BIE) will grant recognition to A1 horticultural exhibitions approved by the International Association of Horticultural Producers (AIPH), provided that there is an interval of at least two years between such exhibitions in different countries and at least ten years between events held in the same country; due to be held in the interval between two registered exhibitions.

A1 International Horticultural Exhibitions must comply with the Regulations of both AIPH and BIE.

Section 3 Exhibition Categories

Expo class	Expo name	Frequency	BIE approval	Duration	Application period	Specific provisions	Fees
A1	World Horticultural Exhibition	<p>Not more than one at any time</p> <p>Not more than five per decade</p> <p>Not more than one per country per decade</p>	Required	<p>Minimum 3 months</p> <p>Maximum 6 months</p>	Application submitted 6-12 years before opening date	<p>Minimum exhibition area of 50ha of which a maximum of 10% is taken up by buildings (excluding buildings used for indoor exhibitions)</p> <p>At least 5% of the exhibition area reserved for full-time international participants</p> <p>Minimum of 10 countries participating</p> <p>Invitations can be issued through diplomatic channels</p>	<p>Financial guarantee €150,000 (one hundred and fifty thousand euro)</p> <p>Licence Fee: €400,000 (four hundred thousand euro)</p> <p>Plus a gate fee charge equivalent to 1% of all gate income over €40,000,000 (forty million euro)</p>
B	International Horticultural Exhibition	<p>Not more than two at any one time</p> <p>Not more than two per year</p> <p>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</p> <p>Opening and closing dates must not clash with opening and closing dates of an A1 exhibition</p>	No	<p>Minimum 3 months</p> <p>Maximum 6 months</p>	Application submitted 3-10 years before opening date	<p>Minimum exhibition area of 25ha of which a minimum of 3% is reserved for international participants</p> <p>Minimum of 10 international participants</p>	<p>Financial guarantee €100,000 (one hundred thousand euro)</p> <p>Licence Fee: €350,000 (three hundred and fifty thousand euro)</p> <p>Plus a gate fee charge equivalent to 1% of all gate income over €35,000,000 (thirty five million euro)</p>

C	International Horticultural Show	<p>Not more than two at any one time</p> <p>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</p> <p>Opening and closing dates must not clash with opening and closing dates of an A1 exhibition</p>	No	<p>Minimum 4 days</p> <p>Maximum 20 days</p>	<p>Application submitted 0.5-5 years before opening date for established annual shows</p> <p>1-5 years before opening date for new shows and shows that are not annual</p>	<p>Minimum exhibition area of 6,000m² of which a minimum of 10% is reserved for international participants</p> <p>Minimum of 6 international participants</p>	<p>Financial guarantee: Not applicable</p> <p>Licence Fee: €15,000 (fifteen thousand euro)</p>
D	International Horticultural Trade Exhibition	<p>Not more than two at any one time on the same continent</p> <p>Opening and closing dates must not clash with opening and closing dates of an A1 or B Class exhibition</p>	No		<p>Application submitted 0.5-5 years before opening date for established annual exhibitions</p> <p>1-5 years before opening date for new shows and shows that are not annual</p>	<p>Exhibition aimed at horticultural trade visitors and promoting business to business commerce</p> <p>At least 60% of exhibition participants must be involved in the production of horticultural products or supplying that sector.</p> <p>Exhibitions can incorporate conferences and symposia.</p>	<p>Financial guarantee: Not applicable</p> <p>Licence Fee: € 10,000 (ten thousand)</p>

Section 4 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.

A1 Expo applications should also have the documented support of the national government.

The application must be submitted to the Secretariat General of AIPH at least 6 weeks prior to the next AIPH Marketing & 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
- AIPH Site inspection report
- Formal letter of support from the AIPH member (if applicable)
- Formal letter of support from the host city/region (for B)
- 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
- Confirmation of support from national government (Class A1 only)

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 Marketing & Exhibitions Committee and General meeting.

The applicant will be invited to make a presentation of the application during the meeting of the AIPH Marketing & 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 the event that there is competition for a particular time period for hosting an exhibition AIPH will reach a judgement on the matter.

For Class A1 World Horticultural Exhibitions it is also necessary to gain recognition from the BIE (www.bie-paris.org). AIPH approval is required prior to making an application to BIE.

Section 6 Reporting to AIPH

Class A1 and B 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.

During the four years prior to an A1 and 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 but will normally be two. Following each inspection a report will be produced by the AIPH inspector. This report will be made available to the organisers and to AIPH Full 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 two 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 ‘premium economy / economy plus’ for flights over six hours), rail travel and car mileage depending on the form of transport.

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.

Class C and D 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.

Class C and D exhibitions will not automatically require an on-site inspection in advance of the exhibition. 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
- If the exhibition is new and has never been run before

When an inspection is required then organisers are required to provide, at their cost, the following for up to two 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 'premium economy / economy plus' for flights over six hours), rail travel and car mileage depending on the form of transport.

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 V.

Section 7 Sanctions

If, after approval has been granted to an exhibition by AIPH, it transpires that the organizers 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 there would be no reimbursement of any of the financial guarantee and the organisers would be liable to pay to AIPH the full gate 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.

For Class A1 exhibitions then AIPH would inform BIE of its decision.

Section 8 Services Provided by AIPH

AIPH will provide the following services to approved A1 exhibitions:

- AIPH assists in organizing 3 International Honorary Jury rounds and pays for the flight tickets (economy class) and hotel rooms of 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 certificate, and an 'AIPH award trophy'.
- AIPH will encourage its member organizations by all means to participate in the exhibition.
- AIPH can provide support in the development and organization of competitions during the Expo. This includes 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
- 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.

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

- AIPH assists in organizing 2 International Honorary Jury rounds and pays for the flight tickets (economy class) and hotel rooms of 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 certificate, and an 'AIPH award trophy'.
- AIPH will encourage its member organizations by all means to participate in the exhibition.
- AIPH can provide support in the development and organization of competitions during the Expo. This includes 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
- 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.

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

- AIPH assists in organizing one International Honorary Jury round and pays for the flight tickets (economy class) and hotel rooms of 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 certificate, and an 'AIPH award trophy'.
- 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 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 organizing committee will be informed by AIPH if such a situation occurs.

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

- AIPH assists in organizing one International Honorary Jury round and pays for the flight tickets (economy class) and hotel rooms of 2 foreign Honorary Jury Members nominated by AIPH.
- AIPH donates a prize for an International competition for the best stand. This prize consists of an AIPH certificate, and an 'AIPH award trophy'.
- 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 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 organizing committee will be informed by AIPH if such a situation occurs.

Section 9 Fees

Financial Guarantee:

Applicants for recognition of an exhibition by AIPH are obliged to pay a financial guarantee to AIPH directly as the application is submitted, AIPH will send an invoice to the organization that applies for AIPH approval.

Provided that the organizers have fulfilled all their obligations, including the submission of a final report (format as in Appendix V) not later than ninety days after the closing date, AIPH will refund the following proportion of the financial guarantee:

Class A1: € 100,000

Class B: € 60,000

Class C: Not applicable

Class D: Not applicable

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

License Fee:

For all exhibitions, the organizers are bound to pay to AIPH the specified license fee (See section 3). When a specified gate income is exceeded then an additional gate fee charge is payable.

Expo Class	Financial Guarantee	License Fee (Euros)	Gate Fee
A1	€150,000	€400,000	1% on all gate income above €40,000,000
B	€100,000	€350,000	1% on all gate income above €35,000,000
C	Not applicable	€15,000	Not applicable
D	Not applicable	€10,000	Not applicable

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

- 3 years before opening: 25% of total fee
- 1 year before opening: 25% of total fee
- 1 month before closing: remaining outstanding fee

Payment of the license fee starts from 2 years ahead of the opening of the exhibition for C and D Class exhibitions and is due for payment by the following times:

- 2 years before opening: 25% of total fee
- 1 year before opening: 25% of total fee
- 1 month after closing: remaining outstanding fee

Gate Fee:

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

In the event that a B Exhibition collects a gate income that exceeds €35,000,000 (thirty five million euro) then any income above this will be subject to a 1% gate fee charge payable to AIPH within ninety days of the closing ceremony.

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

AIPH is registered for Value Added Tax (VAT) in the United Kingdom. Payment should be made following receipt of invoice which will include the addition of UK VAT for exhibitions organised in the European Union.

Penalties:

In the event that any payment is not made by the due date then interest will be charged on outstanding debts. As AIPH finances operate from the United Kingdom the interest rate applied will be in accordance with the 2002 amendment to the UK Late Payment of Commercial Debts (Interest) Act 1998. This entitles AIPH to charge an 8% interest rate plus the Bank of England Base Rate. The interest charged will be the sum of these two interest rates.

Section 10 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 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 link to AIPH website
- 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 11 Exhibition Requirements

11.1 – Opening and Closing Ceremonies

All exhibitions are required to have an opening ceremony. Class A1 and B exhibitions are also required to have 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:

- 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 'premium economy / economy plus' for flights over six hours), rail travel and car mileage depending on the form of transport.

11.2 – 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 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.

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 Marketing Committee. In the event of a conflict between exhibitions, AIPH members are obliged to give preference to participation in the exhibition recognized by AIPH.

In each country/region where an exhibition is planned, there must be one organization or committee responsible for the participation in an international horticultural exhibition.

This should be the function of an AIPH member organization. If the member organization adopts other arrangements, AIPH must be informed.

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. It will be possible in this manner to prevent particular undesirable exhibitors from participating in an international horticultural exhibition.

Exhibitions which have been registered with the BIE should only admit or reject foreign exhibitors with the approval of the Commissioner of the Government of the country concerned.

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 organizers of exhibitions 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.

11.3 – 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 organizers 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. Organizers 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 recognizes that arrangements for these activities will differ between exhibitions. Therefore recommendations have been prepared for the guidance of organizers (Annex VII).

The organizers are 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. Organizers are required to accept the amendments requested.

The organizers 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. Organizers are required to make practical and travel arrangements for the international jury.

Organisers are required to provide, at their cost (with exception of costs covered by AIPH as outlined in Section 8), the following for international jury members:

- 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 'premium economy / economy plus' for flights over six hours), rail travel and car mileage depending on the form of transport.

11.4 – Obligations to participants

The organizers 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 of an A1 exhibition for outdoor exhibitions;
- at least two years before the opening date of an A1 exhibition for indoor exhibitions;
- at least one year before the opening of B, C and D Class exhibitions.

11.4.1 – Transport Costs (Class A1, B and C)

The organizers 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.

11.4.2 – Customs Formalities (Class A1, B and C)

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.

For category A1 exhibition, the possibility of local customs clearance at the exhibition site must be provided.

In any case, for all categories of exhibition, all possible facilities concerning customs clearance must be provided, both for importation and re-exportation.

11.4.3 – Plant Health (Class A1, B)

The organizers of the exhibition must guarantee three years before the start of Class A1 and B exhibitions (1 year for Class C and D) 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.

11.4.4 – Stand Equipment and Staging (Class A1, B and C only)

The exhibition hall and grounds must be made available to the collective and individual country exhibitor without charge. The organizers 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 organizers. 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, 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 organizers.

11.4.5 – Insurance

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

11.4.6 – Financial compensation (Class A1, B and C only)

Organizers 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

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.

11.4.7 – 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 organizers 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.

11.4.8 – 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.

11.4.9 – Exhibition Regulations for Participants

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

Section 12 Rules for Participation

12.1 – Sponsorship

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 and, in the case of BIE recognized events, complies with that organization's requirements.

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 organizers 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 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.

12.2 – 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 m², whichever is the smallest area. For stands that are larger than 2000 m² 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 m² (or when 500 m² was requested but not granted).

The maximum area of this information area: 100 m² to be set up and incorporated in the stand in such a way that it is not “visible” to the general public.

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.

12.3 – Commercial contact days

In order to improve the commercial appeal of Class A1 and B exhibitions, the organizers must make it possible for participants to organize commercial contact days.

Section 13 Managing disputes

Disputes between organizers and participants must be submitted to a disputes committee.

For A1 exhibitions, this committee shall consist of the commissioners general of the participating countries – for other exhibitions this committee shall be composed of representatives of the organizers, of the participating countries, and AIPH.

Section 14 Exhibition Regulations

For A1 and B Class Exhibitions organisers 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
- In case of an A1 exhibition: first AIPH approval and then BIE approval.

Annexes

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

Annex II – On site inspection for A1 and B Expos – 3 years before opening

Annex III – On site inspection for A1 and B Expos – 2 years before opening

Annex IV – On site inspection for A1 and B Expos – 1 year before opening

Annex V – Final Report Template

Annex VI – AIPH Brand Use Rules

Annex VII – Competition Guidelines

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

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

2.2	The Management Team and Organising Committee has been appointed				
2.3	There is documented evidence of the support of the Host City (Section 4 of the AIPH Regulations)				
2.4	There is documented support of the National Government (A1) (Section 4 of the AIPH Regulations)				
2.5	The Business plan / Financial Plan has been approved by AIPH				
3	Planning				
3.1	A milestone planning covering the following subjects has been established: <ul style="list-style-type: none"> - Construction - Planting - Participants - Cultural Program - Seminars, Workshops, Congresses - Marketing & Communication - Sales & Ticketing 				

3.2	Formal planning approval has been granted to allow construction to proceed.				
4	Masterplan				
4.1	The Expo site has been defined				
4.2	There are no outstanding issues relating to ownership of the Expo site				
4.3	The Masterplan for the Expo site has been completed				
4.4.	The Masterplan is in compliance with Section 3, Specific Regulations of the AIPH Regulations A1: min 50ha, max 10% taken up by buildings excluding indoor exhibition, min 5% of exhibition area are reserved for full time international participants. B: min 25ha, min 3% of the exhibition area are reserved for full time international participants				
4.4	There has been a full review of accompanying infrastructure requirements for the Expo and a project plan and timeline has been developed by the host city and has the support of the host city				



5	Landscape / Planting			
5.1	The Planting plan has been completed along with details of trees and plants to be procured and timescales for planting			
5.2	A minimum of 80% of the required trees have been sourced and selected			
5.3	Soil Analysis has been completed based on a soils risk assessment. Plan has been produced to address any soil quality, nutritional or contamination (i.e. chemical or weed/pest) concerns			
6	Construction			
6.1	Accompanying infrastructure projects in the host city have commenced in line with documented timeline			
6.2	The construction undertaken is in line with a documented construction plan (min 90%)			



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



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



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

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



7.2	Prepared plan for the invitation of the national participants?				
8	Events				
8.1	Plan for cultural activities and art under development				
8.2	Plan for Conferences & Seminars under development				
8.3	Plan for B2B and Match Making under development				
9	Operations & Security				
9.1	Operations and Security Concept under development				
10	Marketing & Communications				
10.1	Marketing Plan approved				
10.2	Preview Concept for the citizens and potential partner of the exhibition has been developed				

11	Sales & Ticketing					
11.1	Sponsoring plan approved					
11.2	Ticketing plan approved					



C	OUTSTANDING NONCONFORMITIES FROM PREVIOUS INSPECTIONS Compliance Criteria	Major or Minor	Score 0: inadequate 1: adequate 2: good 3: excellent	Inspector Comments



Annex II – On site inspection for A1 and B Expos – 3 years before opening

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

3	Planning				
3.1	The project planning contains no major risks that endanger the opening date.				
3.2	The planning for the accompanying projects in the host city contains no major risks that endanger the opening date				
4	Masterplan				
	N/A				
5	Landscape / Planting				
5.1	The development of a detailed plantings plan (trees, shrubs, perennials, annuals, flower bulbs, potted plants) is in line with the documented timeline				
5.2	The landscape development and planting activities are in line with documented timeline				
5.3	A landscape maintenance plan taking into account the soil analysis and a watering system has been developed				

6	Construction			
6.1	The construction works concerning the infrastructure development are in line with the documented timeline			
6.2	The construction works concerning the permanent buildings are in line with the documented timeline.			
6.3	Accompanying infrastructure projects in the host city are in line with documented timeline			
7	Participants			
7.1	The invitation of the official participants / international has been sent out by the national Government			
7.2	The invitation of the national participation has been sent out by the organiser			
8	Events			
8.1	The development of the events project is in line with the documented timeline <ul style="list-style-type: none"> - Project Management & Organisation - Plan for cultural activities and art 			

						<ul style="list-style-type: none"> - Plan for conferences and seminars - Plan for B2B & Match Making 		
9	Operations							
9.1	<p>The development of the Operations & Security Concept is in line with the documented timeline</p> <ul style="list-style-type: none"> - Project Management & Organisation - Security Concept - Cooperation with Police - Cooperation with the Fire Brigade - Cooperation with the local Hospital - Guest relations & guest services - Crowd management 							
10	Marketing & Communications							
10.1	The marketing and PR measures are in line with the approved marketing plan							
11	Sales & Ticketing							
11.1	The acquisition of project partners and sponsors is in line with the documented planning							

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

4	Masterplan				
	The development of a Masterplan for the Indoor Exhibition is in line with the documented timeline				
5	Landscape / Planting				
	N/A				
6	Construction				
	N/A				
7	Participants				
	N/A				
8	Events				

	N/A					
9	Operations & Security					
	N/A					
10	Marketing & Communications					
	N/A					
11	Sales & Ticketing					
11.1	The development of the ticketing and ticket sales concepts are in line with the documented planning					



C	OUTSTANDING NONCONFORMITIES FROM PREVIOUS INSPECTIONS	Major or Minor	Score	Inspector Comments
	Compliance Criteria		0: inadequate 1: adequate 2: good 3: excellent	



Annex III – On site inspection for A1 and B Expos – 2 years before opening

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

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

5.3	The quality of the planting is in line with the objectives of the exhibition				
6	Construction				
6.1	The construction works concerning the infrastructure development are in line with the documented timeline				
6.2	The construction works concerning the permanent buildings are in line with the documented timeline.				
6.3	The construction works concerning the temporary infrastructure and building are in line with the documented planning				
6.3	Accompanying infrastructure projects in the host city are in line with documented timeline				
7	Participants				
7.1	The invitation process of the official/international participants is in line with the documented planning				
7.2	The invitation process of the national participants is in line with the documented planning				

8	Events				
8.1	<p>The development of the events project is in line with the documented timeline</p> <ul style="list-style-type: none"> - Project Management & Organisation - Plan for cultural activities and art - Plan for conferences and seminars - Plan for B2B & Match Making 				
9	Operations				
9.1	The Operations & Security Concept has been approved				
9.2	The contracting of the operational services is in line with the documented timeline				
10	Marketing & Communications				
10.1	The marketing and PR measures are in line with the approved marketing plan				

11	Sales & Ticketing			
11.1	The acquisition of project partners and sponsors is in line with the documented planning			
11.2	The ticketing and ticket sales concept has been approved			
11.3	The contract with the ticketing partner / for the ticketing system has been signed			



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



7	Participants				
8	Events				
9	Operations & Security				
10	Marketing & Communications				
11	Sales & Ticketing				



C	OUTSTANDING NONCONFORMITIES FROM PREVIOUS INSPECTIONS Compliance Criteria	Major or Minor	Score 0: inadequate 1: adequate 2: good 3: excellent	Inspector Comments



Annex IV – On site inspection for A1 and B Expos – 1 year before opening

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



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

6.1	The construction works concerning the infrastructure development are in line with the documented timeline				
6.2	The construction works concerning the permanent buildings are in line with the documented timeline.				
6.3	The construction works concerning the temporary infrastructure and buildings are in line with the documented planning				
6.4	Accompanying infrastructure projects in the host city are in line with documented timeline				
6.5	The preparation of the participants areas (outdoor and indoor) are in line with the documented timeline				
7	Participants				
7.1	The invitation process of the official/international participants is in line with the documented planning				
7.2	The invitation process of the national participants is in line with the documented planning				
7.3	Is the number of participants in line with Section 3, of the AIPH Regulations: A1: Minimum 10 participating countries B: Minimum 10 international participants				

7.4	An organisation coordinating the participants services defined in the Exhibition / General / Special Regulations has been established				
7.5	The concept for the National Days has been approved				



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

11.1	The contracting of tour operators is in line with the documented timeline			
11.2	The realization and implementation of the ticketing system is in line with the documented timeline			



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



6	Construction				
7	Participants				
8	Events				
9	Operations & Security				
10	Marketing & Communications				
11	Sales & Ticketing				



C	OUTSTANDING NONCONFORMITIES FROM PREVIOUS INSPECTIONS	Major or Minor	Score 0: inadequate 1: adequate 2: good 3: excellent	Inspector Comments
	Compliance Criteria			



Annex V - Final Report on International Horticultural Exhibitions Approved by AIPH – Content to be included

In accordance with Section 6 of the AIPH Regulations for Organizers of International Horticultural Exhibitions organizers are required to write a Final Report and send it to the general secretariat within ninety days of the closure of the event. Furthermore, the Final Report shall be presented at the following AIPH Meeting or Conference.

The objective of the Final Report is to provide a summary of the realization and execution of the International Horticultural Exhibition. In addition, the Final Report serves as accountability report for the stakeholder of the Expo.

The Final Report must be sent to the AIPH Secretariat as a digital file (i.e. PDF) that can be shared electronically and placed onto the AIPH website.

In the following an example table of contents is shown. The text should be supported by relevant, illustrative images. The minimum required information is mandatory for every organizer.

EXAMPLE TABLE OF CONTENTS

Congratulatory Statements

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

Minimum required information:

- Location
- Dates of opening and closing and operational hours
- Organization responsible
- AIPH category
- Theme
- Total attendance - number of visitors
- Total area of exhibition site
- Use of the site after the closing of the exhibition (i.e. legacy)
- Area of structure used for short/indoor shows (Categories A1 and B only)
- Number of short/indoor shows held (A1 and B only)
- Number of events: cultural programs, conferences, trade missions, etc

3. Organization
4. The Idea and Concept of the Exhibition
5. Post Expo Concept
6. Exhibition Area
 - a. Masterplan
 - b. Landscape & Planting (design concept, planting, maintenance, ...)
 - c. Infrastructure (streets, pathways, parking,)
 - d. Buildings (permanent, temporary, functions, ...)
 - e. Exhibition Areas

- f. Public Design
 - g. Projects in the Host City (train station, airport, highways, planting, ...)
7. Participants
- a. Official Participants
 - Minimum required information:**
 - Number of countries which participated:
 1. throughout the exhibition
 2. in indoor/short shows (for A1 and B only)
 - Total area occupied by exhibits remaining throughout the exhibition:
 1. from the host country (outdoor/indoor)
 2. from official participants (outdoor/indoor)
 3. from international participants (outdoor/indoor)
 4. International Participants
 5. National Participants
 6. Indoor Exhibition
 - Other Aspects
 1. Were the transport costs of exhibitors reimbursed in accordance with AIPH Guidelines?
 2. Were special arrangements made for the inspection of plant material imported by exhibitors near or at the exhibition site?
 3. How many international participants included information stands in or associated with their exhibits?
 - b. International Participants
 - c. National Participants
 - d. Indoor Exhibition
8. College of Commissioners General / Steering Committee
9. Competitions
- Minimum required information:**
 - Were regulations for the organization of competitions and the award of prizes sent to AIPH-members and the General Secretariat?
 - Was an International Honorary Jury appointed in accordance with the AIPH Guidelines?
 - Who were the members of the jury?
 - Were technical juries or panels appointed?
 - What was the total value of money prizes awarded?
 - What total sum was paid to exhibitors in compensation for the depreciation of their plant material?
 - Have these sums been paid to exhibitors entitled to them?
10. Conferences / Workshops / Business to Business
11. Cultural Program & Art
- a. The Opening Ceremony
 - b. Street Entertainment
 - c. Stage Program

- d. Highlights
 - e. Specials
 - f. Kids Program
 - g. Art / Exhibitions
 - h. The Closing Ceremony
12. Operations
- a. Facility Management & Security
 - b. Traffic Management
 - c. Transport within and outside the Exposition
 - d. Food & Beverage / Retail
 - e. Visitor Information & Services
 - f. Media Services
 - g. Participant Services
13. Marketing and Communications, PR and Media-Statistics
- a. Visitor Structure, Design Day
 - b. Theme, Key Visual, Claims, ...
 - c. Merchandising
 - d. Marketing / Advertisement
 - e. Media & PR
 - f. Sponsoring / Partner
 - g. Ticket Sales
14. Reactions & Corrections
- a. Highlights
 - b. Visitor Surveys
 - c. Criticisms
 - d. Complaints
 - e. Media feedback
 - f. Corrections
15. Realization / Making-of
16. Budget / Financial Balance
17. Benefits of Organizing the exhibition / Legacy
18. Conclusion
19. Acknowledgements
20. Appendices
- Exhibition Regulations / General Regulations

Special Regulations
Competition Regulations

Annex VI – AIPH Brand Use Rules



AIPH

International Association of Horticultural Producers

Identity Guidelines

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.

1. AIPH masterbrand logo

- Logo and structure
- Isolation area
- Scale
- Colour
- Usage
- Typeface
- Endorsements and affiliates

2. Brand extensions

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.



AIPH

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

Additionally there are 2 variants in the masterbrand lock-up:

(A) Icon + wordmark

(B) Icon + wordmark + organisation name [full articulation]

In most communications contexts, (A) option should be used;

(B) option should be used only in exceptional circumstances – medium and large scale usage – where the organisation name ‘International Association of Horticultural Producers’ type needs greater prominence.

(A)



(B)



AIPH

International Association of Horticultural Producers

Logo iterations and lock-up – mono

In instances where reproduction necessitates a single colour logo iteration, use the mono version as shown here.

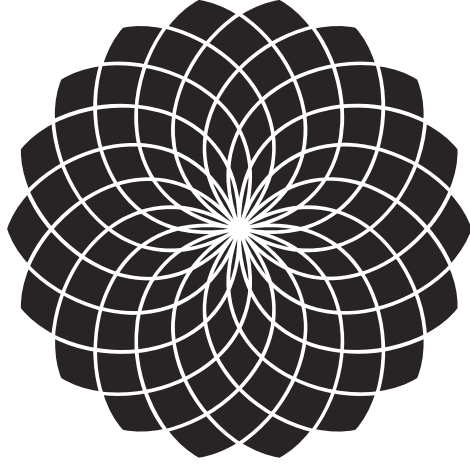
Logo lock-up

As with the colour logo versions there are 2 variants in the masterbrand lock-up:

(A) Icon + wordmark (mono)

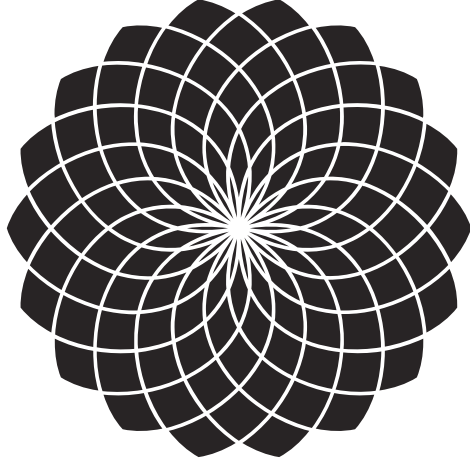
(B) Icon + wordmark + organisation name (mono)

(A)



AIPH

(B)

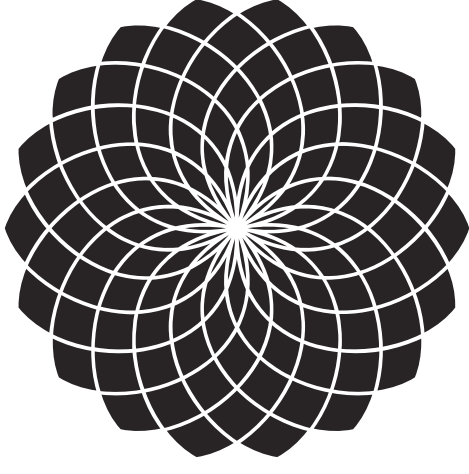


AIPH

International Association of Horticultural Producers

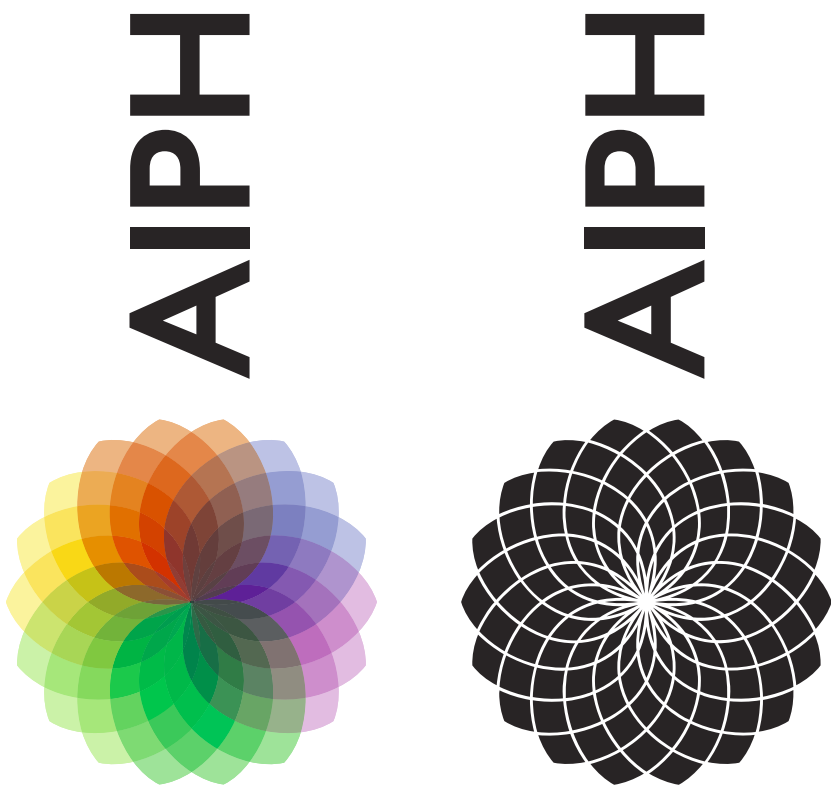
Logo iterations — additional

Alongside the masterbrand logo variants shown on the previous pages, 'corporate' colour and mono versions have been created which appear as a singular element — namely just the floral icon. The intent of these variants being primarily for use on digital and social media platforms (favicons and on-screen avatars).



Logo iterations – horizontal configuration

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

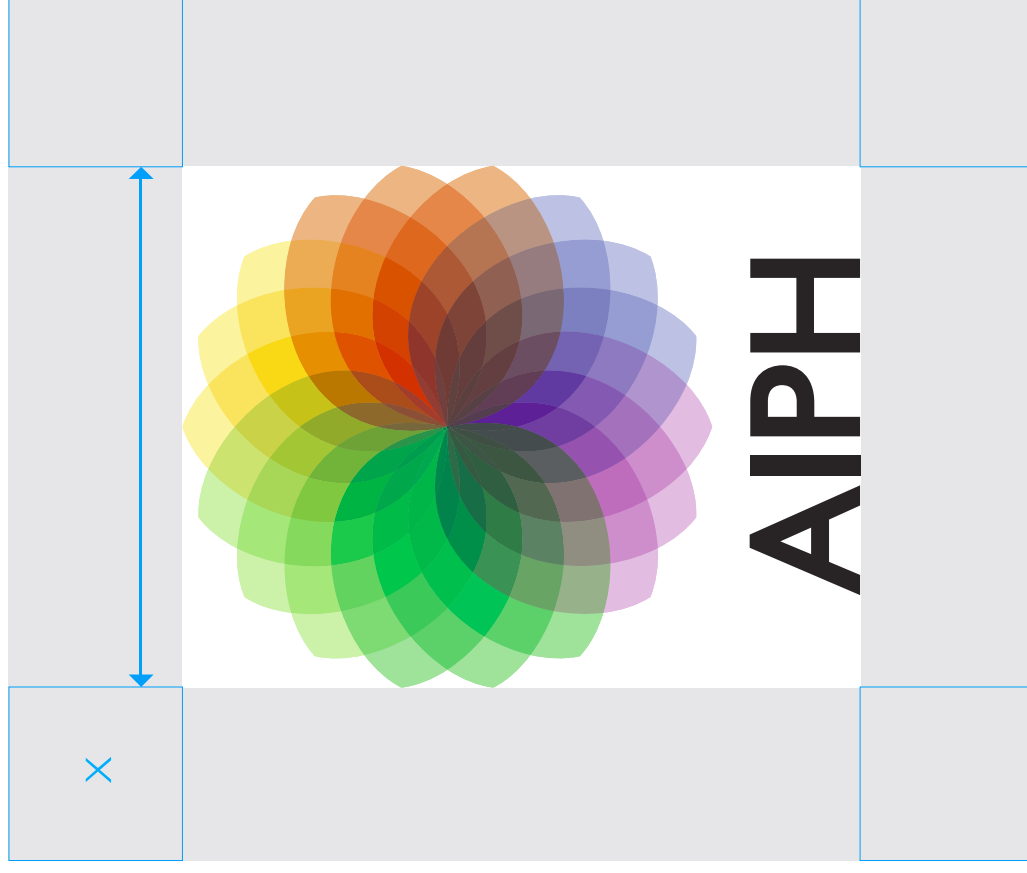


Isolation area

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.



Isolation area – horizontal logo

The minimum area of space for AIPH masterbrand horizontal logo follows a similar formula to that applied with the vertical AIPH logo.

The area is defined by a unit value equating to a third of the height 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.

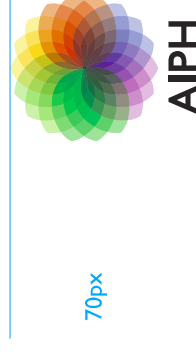
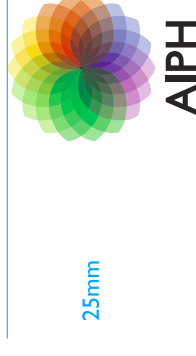


Minimum size

Maintaining the integrity of the AIPH masterbrand logo is very important; there are no predetermined sizes for the AIPH logo. Scaling and proportion should be determined by the available space, aesthetics and functionality. 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 16px by 16px – 128px by 128px.

NB: The minimum size rules apply to the 'logo + wordmark' iteration shown here only; logo iteration 'Icon + wordmark + organisation name' (option 'B', see page 4) must be used at a scale greater than 100mm height to ensure organisation name is legible.



Favicons / avatars

Minimum size horizontal logo

As is the case with the AIPH masterbrand logo (vertical), there are no predetermined sizes for the AIPH horizontal logo.

Scaling and proportion should be determined by the available space, aesthetics and functionality. There is no preset maximum size for the AIPH logo. Minimum sizes are defined here.

20mm



Print

75px



Digital

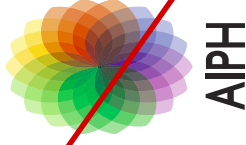
Colours

The AIPH brand palette consists of 6 colours which make up the masterbrand logo; percentage tints can be used of any of these colours. The brand colours are derived from the gamut of 'plant hardiness zone' colours – it's also from this spectrum that the brand colour names are referenced.

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

Logo usage – don't's

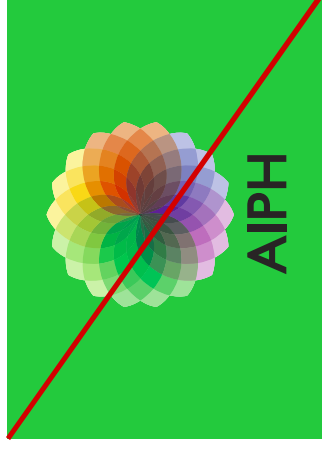
When using the AIPH masterbrand logo the following rules should be adhered to at all times. To maintain consistency throughout our identity application it is essential that the masterbrand is never altered in any way. Here are a few examples of what not to do. It is essential that the logo is always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



Distorted: The logo should never be manipulated, stretched, distorted, cropped or rotated.



Visual effects: The logo should never have drop shadows or other graphic effects added.



Colour: The logo should never be placed on a coloured background.



Imagery: The logo should never be placed on a background image.

Primary typeface

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 ‘grotesk’ 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.

AIPH

International Association of Horticultural Producers

Gill Sans Book

Gill Sans Regular

Gill Sans Bold

Gill Sans Extra Bold

Gill Sans Heavy

Pangram:

The exodus of jazzy pigeons is craved
by squeamish walkers.

Endorsement relationships

In certain contexts the AIPH masterbrand logo acts as an authority, endorsing expo sub-brands — therefore logo's size, placement and proximity needs to be considered.

There are 2 variants in alignment for the endorsement relationship:

(A) Vertical stacked

(B) Horizontal stacked

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 clearspace as a minimum.

(A)



(B)



Proportional relationships

Additionally consideration must be given to the proportional relationship between AIPH masterbrand logo and expo sub-brands. It must also be acknowledged that defining this proportional relationship in absolute terms is in itself difficult, owing to the variety in shape, size and orientation that expo sub-brands may present. Therefore three principal contexts have been considered as a guideline for consideration of proportional relationships:

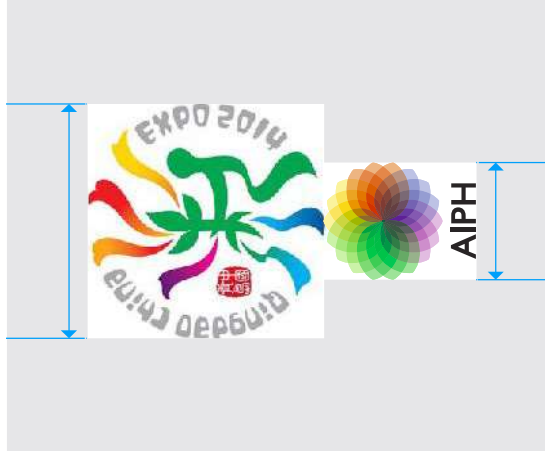
- A) When the sub-brand is portrait in its orientation (i.e. greater height than width ratio) the AIPH logo should be scaled to half of the height of the sub-brand.
- B) When the sub-brand is square or roundel shaped, the AIPH logo should be scaled to half of the width of the sub-brand.
- C) When sub-brand is landscape in its orientation (i.e. greater width than height ratio) the AIPH logo should be scaled to the same height as the expo sub-brand.

As outlined on the previous page 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 clearspace as a minimum. Always consult the expo sub-brand's guidelines for logo usage, minimum size, etc.

(A)



(B)



(C)



Annex VII – Competition Guidelines

See also AIPH Template for Competitions

COMPETITIONS, JUDGING AND AWARDS

Competitions:

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

Judging:

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

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

Awards:

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

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

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

Procedure:

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

3. The trophy will be awarded to one winner.

Criteria:

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