

SPECIAL CONDITIONS: IDEA GARDENS

The requirements for the design of Idea Gardens serve to ensure a level of quality in the interest of all the companies involved.

Basic information

- The Idea Garden must have a theme and must constitute a reproducible, life-size garden. Concepts that take the form of a "product show" cannot be accepted as Idea Gardens.
- Idea Garden concepts (project description, layout plan and proposed signage must be submitted to the Exhibition Management for approval. The Exhibition Management reserves the right to decline applications.
- Only a limited number of Idea Gardens are permitted.

Exhibition area

- The area occupied by a Idea Garden is (min.) 20 m² to (max.) 50 m².
- Not more than 20 % of the surface area of a Idea Garden may be used as sales area. The sales area should be on the perimeter of the Idea Garden or else entirely separate from the area of the Idea Garden.

Area rental

- The area rental is CHF 165. –/m², excl. VAT.
 - Excl. supplement for open stand sides
 - Excl. compulsory basic entry in the Giardina catalogue system
 - Excl. additional services

Co-exhibitors

- In the case of a stand area of 20 m² to (max.) 50 m², 1 main exhibitor and a maximum of 1 co-exhibitor are permitted.
- Main exhibitor and co-exhibitors must each submit an Exhibitor's Contract. The main exhibitor is responsible for ensuring that the Exhibitor's Contracts are returned at the correct time. The main exhibitor shall be responsible for paying for the compulsory basic entry in the Giardina catalogue system (CHF 680. –).
- Each co-exhibitor pays a co-exhibitor's fee of CHF 1 350. –, incl. compulsory basic entry (basic package) in the Giardina catalogue system.
- Only companies that have been registered may be promoted within the exhibition area.

Stand structure

- The main exhibitor must ensure adequate lighting on the stand. It should be noted that the hall lighting is switched off during the opening hours of the exhibition.
- The stand signage must be tasteful and suit the stand concept. (max. 2x1 m). No high-level signage. It should form part of the stand concept and must receive prior approval from the Exhibition Management. Flags and banners are not permitted in GiardinaSTYLE.
- Stand walls (inner and outer surfaces) must suit the selected theme. White walls are inadmissible.
- Floor coverings must suit the selected theme. Carpets and uncovered hall floors are not permitted.
- Freestanding rails or scaffolding are not permitted unless covered over. The covering must suit the selected theme and must be approved by the Exhibition Management.
- In addition, the general stand construction and design guidelines of Giardina shall apply.

Standard terms and conditions

- The standard terms and conditions of MCH Swiss Exhibition (Zurich) Ltd. shall be binding. All prices exclude VAT (7.7 %).
- Sales and advisory staff of unregistered companies are not permitted on the exhibition area
- If the requirements for Idea Gardens are violated or if the Idea Garden does not correspond to the project approved by the Exhibition Management, the normal stand price will be charged together with all supplements. In severe cases the Exhibition Management may call for the immediate dismantling of the stand.