

SPECIAL CONDITIONS: SHOW GARDENS

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

Basic information

- The Show 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 Show Gardens.
- Show 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 Show Gardens are permitted.

Exhibition area

- The area occupied by a Show Garden is (min.) 70 m² to (max.) 200 m².
- Not more than 20 % of the surface area of a Show Garden may be used as sales area. The sales area should be on the perimeter of the Show Garden or else entirely separate from the area of the Show 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 70 m² to (max.) 149 m², 1 main exhibitor and a maximum of 3 coexhibitors (incl. max. 1 sponsor) are permitted.
- In the case of a stand area of 150 m² to (max.) 200 m², 1 main exhibitor and a maximum of 4 coexhibitors (incl. max. 1 sponsor) 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 (basic package) in the Giardina24 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. In the case of 4 co-exhibitors, a flat rate of CHF 5 200. – is charged.
- Only companies that have been registered may be promoted within the exhibition area.

Sponsors

- Any sponsor must be reported to the Exhibition Management when the project is submitted and must be registered as a co-exhibitor.
- The Exhibition Management reserves the right to reject sponsors.

- The Exhibition Management must be notified in advance and in writing of the manner in which the sponsor is involved in the Show Garden and must give its consent thereto. The Exhibition Management must expressly approve any activities undertaken by the sponsor within the Show Garden. Such activities may not interfere with the exhibition presentation within the Show Garden.
- The sponsor will be listed in the list of exhibitors for Giardina.
- The name of the sponsors may not appear in the title of the Show Garden. In the Show Garden the name of the sponsor may only appear within the normal stand signage.
- The sponsor may only use the Giardina logo in its own promotional material following consultation with the Exhibition Management.

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 Show Gardens are violated or if the Show 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.