

**UN HABITAT**  
FOR A BETTER URBAN FUTURE



# THE WORLD URBAN FORUM EXHIBITION EXHIBITOR GUIDE

## THE URBAN FUTURE

EXHIBIT AT THE WORLD'S PREMIER CONFERENCE ON CITIES  
NAPLES, 1-7 SEPTEMBER 2012





Photo © Mostra d'Oltremare

## THE WORLD URBAN FORUM EXHIBITION

The Government of Italy will host the Sixth session of the World Urban Forum in the city of Naples from 1 to 7 September, 2012 under the theme: *The Urban Future*.

The World Urban Forum exhibition will showcase some of the world's premier cities and innovations in urban development. It will be held in four exhibition hall, offering a total of **7,135 square meters** of exhibition space. **Outdoor exhibition space is also available, however, only Forum delegates can access outdoor exhibits.**

The exhibition will provide space for informal discussions, side events, and the latest in urban living. Designed to attract a large audience, exhibits will relate to the overall themes of the Forum and will be open to WUF6 participants and the general public from 1 to 6 September, from 9am to 6.30pm.

The exhibition will feature thematic exhibits, country pavilions, an urban cinema area, a forum area with seating for informal discussions and food and refreshments courts.

The Exhibition Guide provides information and basic procedures of the exhibition construction, mounting, rollout and dismantling. It outlines the rights and duties of the ORGANIZERS (UN-Habitat and the Host), EXHIBITORS and BOOTH CONTRACTORS, as well as the deadlines that the EXHIBITORS must comply with.

## WHO WILL EXHIBIT?

- Cities will showcase programs, initiatives, partnership and solutions to address the challenges of sustainability
- Countries will present programs on cities at the national level
- United Nations agencies and other international organizations will profile their work on building better cities globally
- The private sector will present services, products and innovative solutions to urban problems
- Non-governmental organizations will promote their roles in urban sustainability
- Researchers and publishers will present the latest information on urban trends

## OPENING AND ROLL-OUT

The exhibition will run from **1 to 6 September 2012** and will be open daily from **9am to 6:30pm**.

The opening ceremony will be held on **3 September 2012**.

## THE VENUE

The exhibition venue, **Mostra d'Oltremare** is in the western part of Naples, in the Fuorigrotta district. The venue offers:

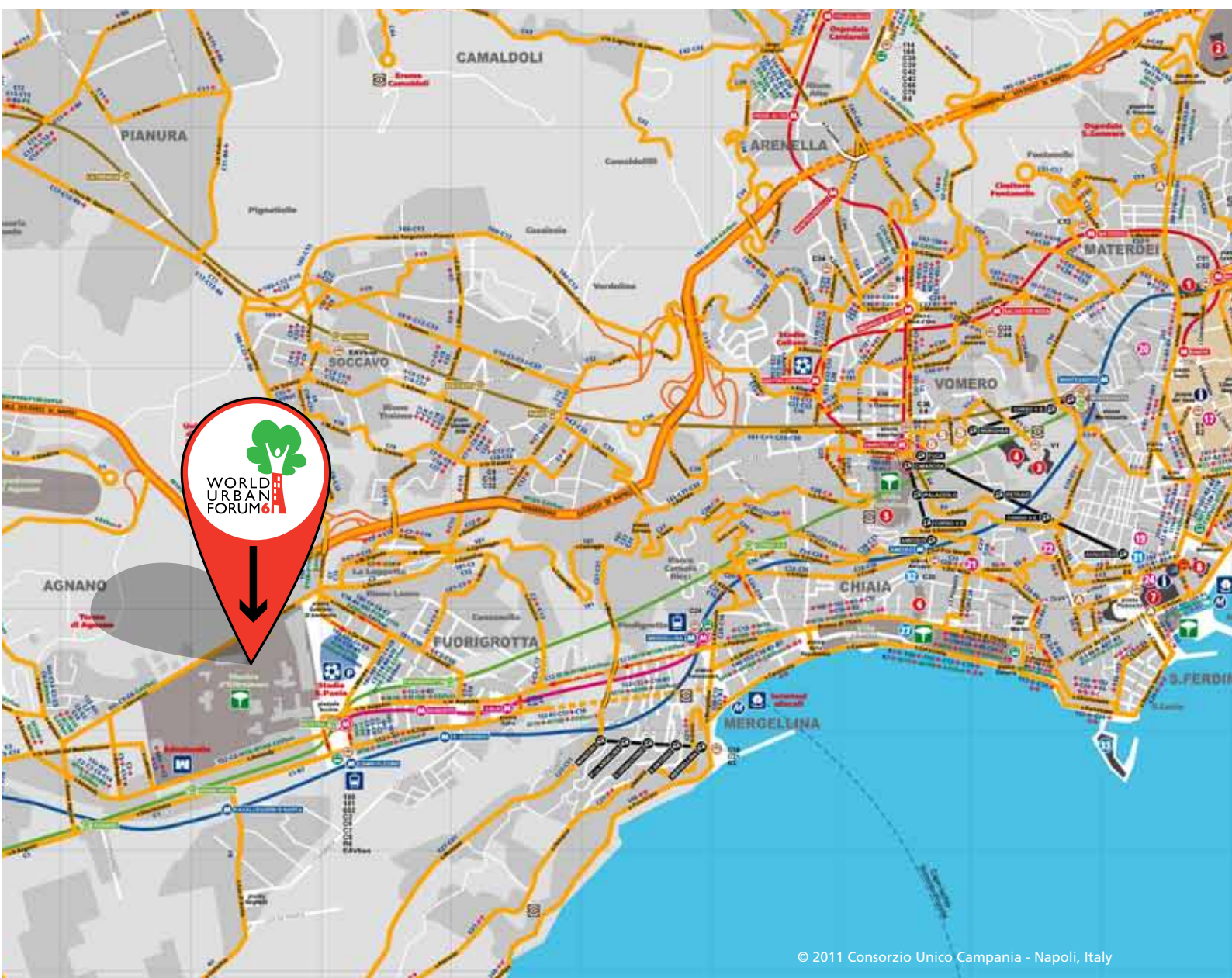
- **Indoor exhibition space** inside four exhibition pavilions, offering a total of 7,135 square meters of booth space. Indoor exhibition space will be **accessible to both delegates and the general public**.
- **Outdoor exhibition space** outside the exhibition pavilions which will **only be accessible to Forum delegates**.

For more information on how to access the venue and technical details on the exhibition pavilions, please visit [www.mostradoltremare.it](http://www.mostradoltremare.it)

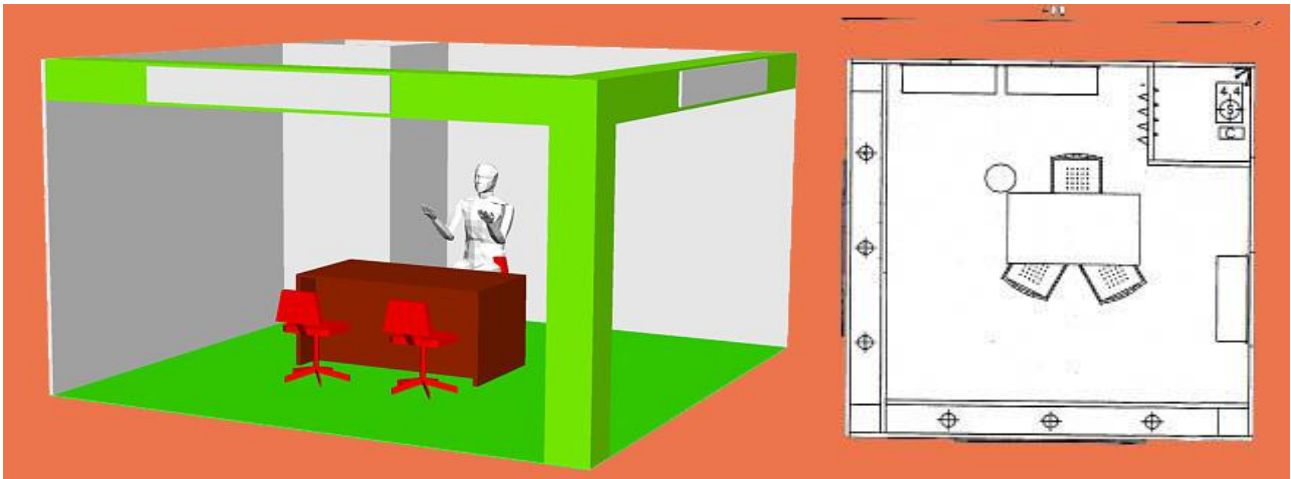
## BOOTH LOCATION

**UN-Habitat** will be responsible for determining the location of booths. Allocations will be done on a first come, first serve basis, taking into account the general technical construction needs, in the best interest of the exhibition.

- The final floor plan will only become available after all the booth spaces have been defined. Therefore, the **final location of booths will only be confirmed approximately one week before the Forum kicks off**.
- **Custom Booth exhibitors** will receive the area of their booths duly marked out on the floor plan. **Floor markings must be double-checked (square meters, location, pillars and height) by the Booth Contractor, hired by the exhibitor, before any construction work begins in order to avoid future problems.**



## BOOTH PACKAGE OPTIONS



Standard shell scheme booth (9sqm). © Mostra d'Oltremare

### 1. STANDARD SHELL SCHEME BOOTH

- Cost: **€150.00 + VAT 21% per sqm**
- Size: **9sqm (3x3 meters)**.
- 4 cm thick honeycomb panels, height 2.50 meters painted one color for all the booths.
- Carpeted floor, one color for all the booths.
- 1 laminated table measuring 1.40x0.70 meters, with a height of 0.75 meters.
- 3 lacquered iron chairs and 1 PVC seat.
- 1 waste basket.
- Front wall / pylon 30x30x400cm.
- Display panels / pylon 30x30x250 cm.
- ) Forex / melamine and / or digital printed fascia with the exhibitor/organization name.
- Power source: EEC framework with switch and socket 220 volts, 300 watts, 2 spot lights and wires.

**LARGER MODULAR BOOTHS** can be constructed by combining a number of standard booths. Exhibitors may request the removal of the panels/walls separating adjacent booths to make a larger modular booth. Such requests may be made directly to the Official Booth Contractor.

Requests for additional elements must also be ordered through the Official Booth Contractor (**Mostra d'Oltremare Spa**). Such additional elements are considered optional services and will generate additional fees, apart from those concerning the booth itself.

**NOTE:** A limited number of 9sqm booths have been reserved for exhibitors from least developed countries (LDCs).

### 2. OUTDOOR GAZEBO TYPE A (UNFURNISHED)

- Cost: **€2,500 + VAT 21%.**
- Size: **16sqm (4x4 meters)**
- Platforms with iron and wood floor
- Melamine Fascia board with the exhibitor name in black characters without the logo
- Electrical system: EEC framework socket 220 volt switch and 3 spotlights (100 watt each)



Unfurnished 'Type A' Outdoor Gazebo (16sqm).  
© Mostra d'Oltremare

### 3. OUTDOOR GAZEBO TYPE B (PRE-EQUIPPED)

- Cost: **€2,750.00 + VAT 21%**.
- Size: **16sqm (4x4 meters)**
- Carpet floor one color for all the marquees
- 4 cm thick honeycomb panels, height 2.50 meters
- 1 table measuring 1.40x0.70 meters, with a height of 0.75 meters
- 3 iron chairs and a lacquered PVC seat
- 1 waste basket
- 1 storeroom measuring 1x1 meters, with a height of 2.50 meters, with folding door without a lock
- Melamine Fascia board with the exhibitor name in black characters without the logo



Pre-equipped 'Type B' Outdoor Gazebo (16sqm).  
© Mostra d'Oltremare

**NOTE:** Outdoor exhibits will only be accessible to register WUF6 delegates.



Custom booth example. © UN-Habitat/Jianguo Shen

### 4. CUSTOM BOOTHS (RAW SPACE AREA)

Exhibitors can also rent unfurnished space. Unfurnished space is available as follows:

- In-door Space (inside the Exhibition Pavilions) - **€100.00 + 21% VAT per sqm**
- Covered Outdoor Space (under the arcades/tents) - **€80.00 + 21% VAT per sqm**
- Uncovered Outdoor Space - **€70.00 + 21% VAT per sqm**

In addition to the custom unfurnished space comes with:

- o Free entry in the Exhibition Catalogue

- o Basic Services such as overall building lighting, security, cleaning of public exhibition area, on-site management

Questions arising during mounting, roll-out and dismantling of the exhibition will be settled exclusively by the **Mostra d'Oltremare Spa**.

Exhibitors can request the **Mostra d'Oltremare Spa** for quotes for custom booth construction or contract their own independent booth contractors.

## OPTIONAL SERVICES

Upon the request of the exhibitors, the **Mostra d'Oltremare Spa** will provide the following services at a cost. The cost of some services such as custom booth construction will be provided on request as they will vary depending on design proposals.

- Hiring of interpreters, receptionists and other staff required.
- Wireless Internet access.
- Audio-visual equipment rental - LCDs, Plasma, DVD Player, projectors, projectors screen, sound system, computers, notebooks, lead retrieval, internet and telephone connections.
- Graphics design services - inkjet print of banners, cut-out logos, graphics application, backlit graphics, print panels, banners and large format printing, photo enlargement services and portable banner displays.
- Security.
- Cleaning services.
- Furniture rental.
- Manpower for installation and dismantling exhibits.
- Construction of custom booths.
- Logistics services: lifting equipment, assistance with customs clearance of large exhibits and moving large exhibits between storage and the exhibition venue.



## APPLICATION PROCEDURE

1. Read the **EXHIBITOR GUIDE** carefully.
2. Register as an **EXHIBITOR** on the Registration form on [www.unhabitat.org/wuf](http://www.unhabitat.org/wuf). Include all the exhibition-related details such as booth type and size.
3. The **WUF SECRETARIAT** will review your application and make a **tentative booking** for your organization. **The DEADLINE for applications for exhibition space is 15 JULY 2012.**
4. Complete your payment to the **MOSTRA D'OLTREMARE SPA** by **23 JULY 2012.**
5. You will then receive your booth confirmation and final booth location in due time. Remember that the final location will be confirmed one week before the forum opens.
6. For more information, please contact the **WUF SECRETARIAT** on [wufexhibition@unhabitat.org](mailto:wufexhibition@unhabitat.org).
7. For information on the venue, booth set-up, logistics and additional services, contact the **Mostra d'Oltremare Spa**.
8. Ship your exhibits to Naples, the **Mostra d'Oltremare Spa** will provide shipment guidelines upon request.

# RULES FOR SET-UP AND SPACE ALLOCATION

## SETTING-UP SCHEDULE

- Setting-up - **20 to 30 August 2012.**
- Cleaning and exhibitor's decoration - **30 August 2012.**

**Note:** Boxes, packages, waste material, and any other objects that are not decorative items or exhibition products must be removed from the premises by **31 August 2012.** Failure to comply with this rule may result in the removal and destruction of the material left behind.

## BOOTH OPERATIONS

Exhibition Booths must be permanently manned during the opening hours. Exhibitors will not be allowed to end their activities before the closing time.

## DELIVERY OF INCOMING GOODS FOR MAINTENANCE DURING THE EXHIBITION

### 1 to 6 September, 2012

- Morning - 9am to 10am
- Evening - 7pm to 9pm

## EXHIBITOR SERVICE CENTER OPENING HOURS

- During Set-up - **8am to 8pm**
- During the Event - **daily, from 9am to 7pm**

## DISMANTLING

- Dismantling - **7 to 9 September 2012.**
- Materials, furnishings, products and equipment belonging to the EXHIBITOR must be removed on **7 September 2012.** Products, furnishings and equipment not removed by 6 pm will be considered waste and discarded accordingly.

## DAMAGES

Exhibitors will be responsible for any damage(s) to the exhibition structures, either having been caused by the exhibitor or its hired contractor.

## OFFICIAL BOOTH CONTRACTOR

### Mostra d'Oltremare Spa

Email: [anna.campanile@mostradoltremare.it](mailto:anna.campanile@mostradoltremare.it);  
[cigliano@mostradoltremare.it](mailto:cigliano@mostradoltremare.it);

Tel: +39 0817258008-20

Fax: +39 0817258029

## PAYMENT

All services and booths will be paid through an invoice from the **Mostra d'Oltremare Spa.** Additional information will be available on [www.mostradoltremare.it](http://www.mostradoltremare.it).

**PAYMENT DEADLINE - 23 JULY 2012.**





Mostra d' Oltremare  
Photo © UN-Habitat/Silvia Ragoss

**WUF Secretariat (UN-Habitat)**

E-mail: [wufexhibition@unhabitat.org](mailto:wufexhibition@unhabitat.org)  
Tel: +254 20 762 3397  
Fax: +254 20 762 3477

[www.unhabitat.org/wuf](http://www.unhabitat.org/wuf)

**Mostra d'Oltremare Spa**

Email: [anna.campanile@mostradoltremare.it](mailto:anna.campanile@mostradoltremare.it);  
[cigliano@mostradoltremare.it](mailto:cigliano@mostradoltremare.it);  
Tel: +39 0817258008-20  
Fax: +39 0817258029

[www.mostradoltremare.it](http://www.mostradoltremare.it)

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