World Urban Forum 4
第四届世界城市论坛
03-06 November 2008 Nanjing, China

UN-HABITAT

Exhibition Guide
Harmonious Urbanization

What is WUF4?

The World Urban Forum is a biennial meeting established by the United Nations to examine one of the most pressing issues facing the world today: rapid urbanization and its impact on communities, cities, economies and policies. The 2006 Forum in Vancouver, Canada, brought together over 10,000 people from non-governmental organizations, community-based organizations, urban professionals, academics, to governments, local authorities and national and international associations of local governments. The Forum gives all these actors a common platform to discuss urban issues in formal and informal ways and come up with action-oriented proposals to create sustainable cities.

The Government of China will host the Fourth session of the World Urban Forum (WUF4) in the ancient city of Nanjing from 3-6 November 2008. Situated in the lower reaches of the Yangtze River, the city of Nanjing dates back more than 2,000 years and is known as the ancient capital of the Six Dynasties of China. Today, home to almost 4 million people, it is a rapidly growing modern city and is one of the most dynamic in eastern China.

Forum Themes

- Socially harmonious cities
- Economically harmonious cities
- Environmentally harmonious cities
- Spatially harmonious cities
- Historically harmonious cities
- Harmonious cities for all age groups

What is the WUF4 Exhibition?

The WUF4 exhibition in Nanjing will be fully integrated into the main Forum. It will showcase some of the world's premier cities and many innovations in urban development for more inclusive cities. It will be held in a giant exhibition hall of 12,000 square meters, three times the size of the previous WUF exhibitions, providing space for informal discussions, side shows, book shows and the latest in urban living. Designed to attract a large audience, exhibits will relate to the overall themes of the Forum.

Key components

The WUF4 exhibition will be divided into two parts:

The General Exhibition

- Cities will showcase highlight programs, initiatives, partnership and solutions dedicated to addressing the challenges of sustainability.
- Country pavilions and other levels of government will present programs for cities on both national and international level.
- UN agencies will profile their work with cities globally.
- Non-governmental organizations will promote their roles in urban sustainability.

The Business Expo

Reserved for the private sector, suppliers of key technologies and services will showcase their work related to sustainable cities and slum redevelopment.

Who should exhibit?

UN-HABITAT partners or any organization interested in urban sustainability, particularly those issues covered by the themes of WUF4:

- Central and local governments
- Civil society organizations
- International organizations
- Non-governmental organizations
- Academic institutions
- Private sector organizations
- Research organizations
- Urban practitioners
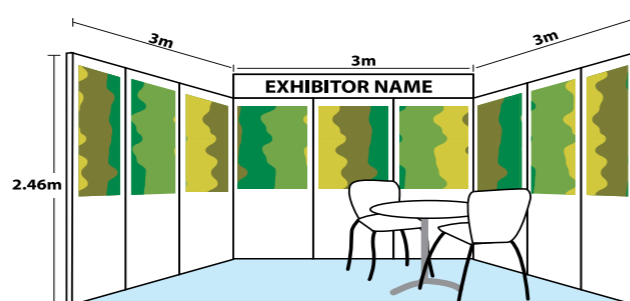- Publishers

Why exhibit?

Take part in one of the central features of the Forum, a 12,000 square meter exhibition that will feature a wide range of exhibits on cities both nationally and internationally. (See the floor plan on page 6).

- Showcase and profile your initiatives and solutions to address the challenges of urban sustainability.
- Enhance cooperation with your peers from diverse backgrounds and compare notes, approaches and solutions.
- Project your leadership and competence on the international scene.
- Attract new business opportunities and develop partnerships.
- Meet and expand your network with an international audience of over 10,000 participants from local and national governments, private sector, civil society organizations, research institutes, media and international organizations.

Booth package options

STANDARD BOOTH - 9 square meters

- Carpeted floor

- One table
- Two folding chairs
- Two lights

- Header sign (company name) 3 meters in length across the booth in front
- One 220V socket
- One fascia board with exhibitor name which is 3 meters long and 20 cm high
- Three walls allowing nine display panels of 2.46 meters high by 1 meters wide each
- Free entry in the Exhibition Catalogue
- Basic Services: overall building lighting, security, cleaning of public exhibition area, on-site management and basic services, public liability insurance, assistance in travel visa and arranging accommodation, exhibition manuals and shipping instructions

Standard Booth Pricing

General exhibition: US$700

Business Expo: US$1400

Please note that private sector exhibitors cannot register in the general exhibition. They are only entitled to business expo space.

(Exhibitors from least developed countries will not be charged. There is a limit of three booths per least developed country)

LARGER MODULAR BOOTHS

Larger booths can be constructed by combining a number of standard booths. When combining several booths, you may request the panel between two adjoining stands to be removed to make a larger booth. For the corner booth, the side panel can be taken out if needed. Requests to remove panels have to be made explicitly to the exhibition management.

A 5% discount is offered on booths comprising four to six standard booths. An 8% discount is offered on booths comprising seven to eight standard booths. A 10% discount is offered on booths comprising nine or more standard booths.

CUSTOM BOOTHS

Exhibitors can also rent unfurnished space. Rental of unfurnished uncarpeted space start from 36 square meters. Exhibitors will be required to set up their booths at their own costs, including construction and operation fees, electricity, etc. Rental of unfurnished space includes:

- Free entry in the Exhibition Catalogue
- Basic Services i.e., overall building lighting, security, cleaning of public exhibition area, on-site management, public liability insurance, assistance in travel visa and arranging accommodation, exhibition manuals and shipping instructions

Custom Booth Pricing

General exhibition: US$60.00 per square meter

Business Expo: US$120.00 per square meter

Please note that private sector exhibitors cannot register in the general exhibition. They are only entitled to business expo space.

A 5% discount is offered on unfurnished space of over than 200 square meters. An 8% discount is offered on unfurnished space of over than 300 square meters. A 10% discount is offered on unfurnished space of over than 400 square meters

For more information about renting unfurnished space, please contact *exhibition@wuf4.com*.

(Please not that the private sector cannot register in the general exhibition they are only entitled to business expo space)

Exhibition setup and removal times

Exhibitors will be allowed entry into the exhibition venue to set up from 7 days before the start of the Forum.

Removal of exhibits must be completed within two days after the event

(Permission to set up large exhibits earlier or remove them later must be requested specifically and will be assessed on a case by case basis)

Optional Services

Upon the request of the exhibitors, the organizers could also provide the following services at a cost. The cost of optional services will be provided on request.

- Hiring of interpreters, receptionists and other staff required
- Wireless Internet access
- Rental of extra furniture and miscellaneous items, such as electrical, telecommunication, internet, audio visual equipment, plants and flowers
- Manpower for installation and dismantling exhibits
- Catering - a company to exclusively provide food and beverage services
- Construction of customized booths will be done by local contractor recommended by Nanjing WUF4 exhibition department
- Printing of promotional materials (posters, brochures, etc.)
- Customs clearance of large exhibits and moving large exhibits between storage and the exhibition venue
- Shipping exhibits back after the exhibition is over

How to take part in the WUF4 Exhibition

To exhibit at WUF4, complete the WUF4 Exhibition registration form on the WUF4 website at www.unhabitat.org/wuf. The application deadline is 21 September 2008. Please note that WUF4 Exhibitors also have to register as participants to the Forum. Online registration for participants will start in February 2008.

Application procedure

1. Read exhibition guide carefully.
2. Fill in application form
3. Send it to: **WUF4 Nanjing Secretariat**
   By Fax: 0086-25-52327590
   or E-mail to: exhibition@wuf4.com
4. Complete your payment to Nanjing
5. You will receive your booth confirmation within two weeks.
6. If you need to customize your booth or need some special services, send queries via email to **exhibition@wuf4.com**
7. Find your transport guide and other services in the exhibitor center on the WUF4 website (**www.wuf4.com**). This information will be available shortly on the website.
8. Ship your exhibits to Nanjing.

Payment

1. Payment by cheque is subjected to 3% administrative fee..

2. Telegraphic transfer to to :

   Bank: Bank of China, Jiangsu Branch
   Account: Jiangsu International Advertising Co.
   Account No.: 044138090010000224
   Swift Code: BKCHCNBJ940 (SWIFT FIELD57)

3. Cheque made payable to Jiangsu International Advertising Co. sent to:

   WUF4 NANJING SECRETARIAT
   Room 3012, 30 F Jiangsu International Business Mansion,
   50 Zhonghua Road, Nanjing, China 210001

Payment by credit card is subjected to 3% administrative fee.

Contact us

WUF4 Exhibition applications and general enquiries

UN-HABITAT WUF Secretariat
Website: www.unhabitat.org/wuf
E-mail: wufexhibition@unhabitat.org
Tel: +254 20 762 3397
Fax: +254 20 762 3477

Chinese exhibitors and enquiries from international exhibitors on local services

WUF4 Nanjing Secretariat.
30F, Jiangsu International Business Mansion, 50 Zhonghua Road, Nanjing, China 210001.
Website: www.wuf4.com
E-mail: exhibition@wuf4.com
Tel: +86-25-52327591, 52327597
Fax: +86-25-52327590
Ms. Wu heli

Floor plan

D

C

B

A

BUSINESS EXPO

GENERAL EXHIBITION

UN-HABITAT

HOST OF WUF 5

CANADA

ENTRANCE