



WORLD URBAN FORUM 5 EXHIBITION GUIDE

What is the World Urban Forum?

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 2008 Forum in Nanjing, China, brought together almost 8,000 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 Brazil will host the Fifth session of the World Urban Forum (WUF5) in the city of Rio de Janeiro from 22 to 26 March, 2010 under the theme: *The right to the city: bridging the urban divide.*

The second largest city of Brazil, with a population of around 10 million people, the city was the capital of Brazil for nearly two centuries, from 1763 to 1822. The city is known as A Cidade Maravilhosa, or "The Marvelous City". Rio is famous for its natural settings, its carnival celebrations, samba music, and hotel-lined tourist beaches. Some of the most famous landmarks

include the giant statue of Christ, one of the New Seven Wonders of the World, Sugarloaf mountain and Maracanã stadium, one of the world's largest football stadiums. The city also boasts the largest and second largest urban forests in the world.

Forum Themes

- Taking Forward the Right to the City
- Bridging the Urban Divide
- Equal Access to Shelter
- Cultural Diversity in Cities
- Governance and Participation
- Inclusive Sustainable Urbanization

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FOR A BETTER URBAN FUTURE





What is the WUF4 Exhibition?

The WUF5 exhibition in Rio 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 5,000 square meters, 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. The exhibition will be open to WUF participants expected to number 15,000, and the general public.

Key components

The WUF5 exhibition features:

- 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 Brazil Hall will showcase urban best practices from the country.

Who should exhibit?

UN-HABITAT partners or any organization interested in urban sustainability, and issues related to the themes of WUF5:

- 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 5,000 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

- Shell scheme of 9sqm includes Octanorm structure,
- Pallet floor carpet finishing
- One table
- Four chairs
- Lighting (see diagram below)
- Fascia with logo in vinyl
- One 220V socket
- Three walls allowing nine display panels of 2.5 meters high
- Free entry in the Exhibition Catalogue
- Basic Services: overall building lighting, security, cleaning of public exhibition area, on-site management and basic services

Standard Booth Pricing: 9 Square meters: US\$990 (US\$110 per square meter)

(There are 20 of standard booths available free of charge from exhibitors from least developed countries. These will be assigned on a first come first served basis.)

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.



Standard booth, 9 square meter shell scheme stand.

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.

Custom Booth Pricing: US\$65 per square meter



Modular booth, 18 square meter shell scheme stand.



WORKING HOURS

BUILD UP / SETUP

17 - 20 March 2010, from 7am to 8pm and March 21 until 7am to 12pm

Cleaning and exhibitor's decoration – 21 March 2010 after 12pm

SHOW OPENING

22 March 2010, 11:30am

OPEN DAYS

22 March 2010, from 2pm to 6:30pm

March 23, 24 and 25, 9am to 6:30pm

March 26, 9am to 4pm

DISMANTLE

27 March 2010 – 7am to 8pm

28 March 2010 – 7am to 12pm

MAINTENANCE

During the event, the stand maintenance will be done from 7am to 9 am

DAMAGES

Every exhibitor is responsible for the reparation of any damage to the exhibition pavilion's structure, either having been caused by the exhibitor or by any of its hired companies/agents.

TECHNICAL SPECIFICATIONS

Height limit will be as follow:

* 2.5 meters

* 3.5 meters with 1m of setback from neighbor stand.

PAYMENT TERMS

All services and stand shall be paid through an invoice that HCamargo will send to the exhibitor.

DEADLINE FOR BOOTH PAYMENT: 5 MARCH 2010.

Please send full information of Organization name and address to: adriana@hcamargo.com.br

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
- Audio-visual equipment: 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 and cleaning for exhibitors
- Furniture rental
- Manpower for installation and dismantling exhibits
- Construction of customized booths will be done by local contractor
- Logistics services: lifting equipment, customs clearance of large exhibits and moving large exhibits between storage and the exhibition venue

How to take part in the WUF4 Exhibition

How to take part in the WUF5 Exhibition

To exhibit at WUF5, complete the WUF5 Exhibition registration form on the WUF5 website at www.unhabitat.org/wuf. The application deadline is 21 February 2010. Please note that WUF5 Exhibitors also have to register as participants to the Forum. Online registration for participants will start in 25 November 2009.

Application procedure

1. Read exhibition guide carefully.
2. Fill in application form on the WUF V website
3. Send it to: WUF5 Exhibition Coordinator
E-mail: wufexhibition@unhabitat.org
4. Complete your payment to WUF V Rio Secretariat (*This information will be available shortly on the website.*)
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 wufexhibition@unhabitat.org
7. Ship your exhibits to Rio.

Contact us

WUF5 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

Exhibition services, payments, and rentals

Adriana Cavour

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Email: adriana@hcamargo.com.br

Official Stand Contractor

HCAMARGO ARQUITETURA PROMOCIONAL LTDA.

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