

Framework Conditions – Ideengarten

The design guidelines for the Ideengärten ensure a consistently high quality standard – for the mutual benefit of all participating companies.

Fundamentals

- An Ideengarten follows a specific theme and presents a tangible, full-scale (1:1) garden example. Concepts that function primarily as product showcases do not qualify as Ideengärten.
- Project materials such as descriptions, plans, and labeling concepts must be submitted to the expert panel for review. Approval by the panel is mandatory; it reserves the right to reject proposals.
- The number of Ideengärten is limited.

Exhibition Space

- The size of an Ideengarten must be between 20 and 50 m².
- Up to 20% of the space may be used for sales purposes. Ideally, the sales area should be located at the edge of the garden or spatially separated from it.

Space Reservation Fee

- Exhibition space holding fee of CHF 5,000 applies.
- This amount will be credited toward the final invoice.

Co-Exhibitors

- For spaces between 20 m² and 50 m², a main exhibitor may participate together with co-exhibitors (maximum of one sponsor).
- Both main and co-exhibitors must submit separate exhibitor contracts. The main exhibitor is responsible for timely submission.
- The media package worth CHF 880 is mandatory and chargeable for the main exhibitor.
- Each co-exhibitor pays a fee of CHF 1,500, which includes the media package.
- Only officially registered companies may communicate visibly within the exhibition space.

Sponsors

- Planned sponsorship partnerships must be disclosed upon project submission and integrated via a regular co-exhibitor registration.
- The exhibition management reserves the right to reject sponsors.
- The nature of a sponsor's involvement will be documented in writing and confirmed by the exhibition management.
- Sponsor activities within the Ideengarten require separate approval. They must not interfere with regular garden operations.
- Sponsor names will appear in the official exhibitor directory.
- The sponsor's name should not be included in the title of the Ideengarten. It may only appear as part of the standard stand signage.
- Use of the Giardina logo by sponsors is only permitted with prior coordination and approval from the exhibition management.

Stand Construction

- The main exhibitor is responsible for ensuring adequate stand lighting, as the hall's general lighting will be switched off during exhibition hours. Floodlights are not provided.
- Stand signage must be discreet and visually integrated into the overall concept. It requires prior approval by the exhibition management and is limited to a maximum size of 2 x 1 meters. Overhead signs are not permitted. Elements such as flags, beach flags, or banners are not allowed.
- Interior and exterior walls must be thematically designed – neutral white surfaces are not allowed.
- Floor coverings must align with the garden's design concept – carpets or uncovered hall floors are not permitted.
- Freestanding structures such as terraces or scaffolding must be clad and integrated into the overall design. Final approval rests with the exhibition management.
- Additionally, the general stand construction and design rules of Giardina apply.

General Conditions

- The general terms and conditions of MCH Exhibitions & Events GmbH apply.
- All prices are stated in CHF and exclusive of the current VAT of 8.1%.
- Personnel from unregistered companies may not be employed within the exhibition area.
- If a garden significantly deviates from the approved concept or violates the defined framework conditions, the exhibition management reserves the right to demand dismantling in exceptional cases.