

Framework Conditions – Mastergarten

The design guidelines for Mastergärten ensure a consistently high level of quality – to the mutual benefit of all participating companies.

Fundamentals

- A Mastergarten follows a specific theme and presents a tangible, full-scale (1:1) garden example.
Concepts that serve primarily as product showcases are not considered Mastergärten.
- Project documents – including descriptions, plans, and signage concepts – must be submitted to the expert committee for review and approval.
The committee reserves the right to reject proposals.
- The number of Mastergärten is limited.

Exhibition Space

- The size of a Mastergarten must be at least 200 m².
- Up to 20% of the space may be used for sales purposes. Ideally, this area should be located on the edge of the garden or be clearly separated from the main display.

Space Reservation Fee

- Exhibition space holding fee of CHF 20,000 applies.
- This amount will be credited toward the final invoice.

Co-Exhibitors

- For exhibition areas between 200 m² and 300 m², a main exhibitor may be joined by up to five co-exhibitors (including no more than one sponsor).
- For areas 250 m² and above, up to six co-exhibitors are permitted (also with a maximum of one sponsor).
- Main and co-exhibitors must each submit a separate exhibitor contract.
The main exhibitor is responsible for the timely submission of all documents.
- The media package (CHF 880) is mandatory and chargeable for the main exhibitor.
- Each co-exhibitor pays a participation fee of CHF 1,500, which includes the media package.
- Only officially registered companies are permitted to communicate visibly within the exhibition space.

Sponsors

- Planned sponsorship partnerships must be disclosed during project submission and processed through a regular co-exhibitor registration.
- The exhibition management reserves the right to decline sponsors.
- The scope of sponsor involvement will be documented in writing and confirmed by the exhibition management.
- Sponsor activities within the Mastergarten require separate approval and must not interfere with the exhibition's regular flow.
- Sponsor names will appear in the official exhibitor directory.
- The sponsor's name should not appear in the title of the Mastergarten. It may be shown only as part of the official stand signage.
- The use of the Giardina logo by sponsors is subject to prior agreement with the exhibition management.

Stand Construction

- The main exhibitor is responsible for appropriate lighting, as general hall lighting will be switched off during exhibition hours. Floodlights are not provided.
- Stand signage must be discreet and visually integrated into the overall design. Approval must be obtained from the exhibition management. The signage may not exceed 2 x 1 meters; suspended signs are not permitted. Flags, beach flags, or banners are not allowed.
- Interior and exterior walls must be thematically designed – plain white surfaces are not permitted.
- Flooring must align with the garden's design concept – carpets or uncovered hall floors are not permitted.
- Freestanding structures (e.g. terraces, scaffolding) must be clad and visually integrated into the garden concept. Final approval lies with the exhibition management.
- The general stand construction and design rules of Giardina also apply.

General Conditions

- The general terms and conditions of MCH Exhibitions & Events GmbH apply.
- All prices are stated in CHF and exclude the current VAT of 8.1%.
- Staff from unregistered companies may not work within the exhibition area.
- If a Mastergarten significantly deviates from the approved concept or violates these conditions, the exhibition management reserves the right to request dismantling in exceptional cases.