

Framework Conditions – Showgarten

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

Fundamentals

- A Showgarten follows a clearly defined theme and presents a vivid, full-scale (1:1) garden example.
Concepts that primarily serve as product showcases are not considered Showgärten.
- Project documents such as descriptions, plans, and signage concepts must be submitted to the expert committee for review.
Approval by the committee is mandatory, and it reserves the right to reject any proposal.
- The number of Showgärten is limited.

Exhibition Space

- The exhibition area of a Showgarten ranges from 70 to 200 m².
- Up to 20% of the area may be used for sales purposes. Ideally, the sales area should be positioned at the garden's edge or be spatially separated from it.

Space Reservation Fee

- Exhibition space holding fee of CHF 14,000 is required.
- This amount will be credited toward the final invoice.

Co-Exhibitors

- For exhibition areas between 70 m² and 149 m², a main exhibitor may be joined by up to three co-exhibitors (including no more than one sponsor).
- For spaces from 150 m² to 200 m², up to four co-exhibitors are permitted (again, max. one sponsor).
- Each exhibitor, main and co-exhibitor, must submit a separate exhibitor contract.
The main exhibitor is responsible for ensuring 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 are allowed to communicate visibly within the exhibition space.

Sponsors

- Planned sponsorship collaborations must be disclosed during the project submission and formalized through a regular co-exhibitor registration.
- The exhibition management reserves the right to decline sponsors.
- The manner in which a sponsor is integrated must be documented in writing and confirmed by the exhibition management.
- Sponsor activities within the Showgarten require separate approval and must not interfere with regular garden operations.
- Sponsor names will appear in the official exhibitor directory.
- The sponsor's name should not appear in the title of the Showgarten. It may only be displayed as part of the standard booth signage.
- The use of the Giardina logo by sponsors is only permitted with prior approval from the exhibition management.

Stand Construction

- The main exhibitor is responsible for providing adequate stand lighting, as general hall lighting will be switched off during the exhibition.
Overhead floodlights are not allowed
- Booth signage must be discreetly and aesthetically integrated into the overall design. It must be approved in advance by the exhibition management and may not exceed 2 x 1 meters.
Suspended signs, flags, beach flags, and banners are not permitted.
- Interior and exterior walls must be thematically designed – plain white surfaces are not allowed.
- Flooring must also support the overall garden design – carpets or uncovered hall floors are not permitted.
- Freestanding structures (e.g., terraces, scaffolding) must be clad and appropriately integrated into the design, subject to approval by 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 be employed in the exhibition space.
- If a Showgarten deviates significantly from the approved concept or violates the outlined conditions, the exhibition management reserves the right to request dismantling in exceptional cases.