

EXPO  
2020  
DUBAI  
UAE



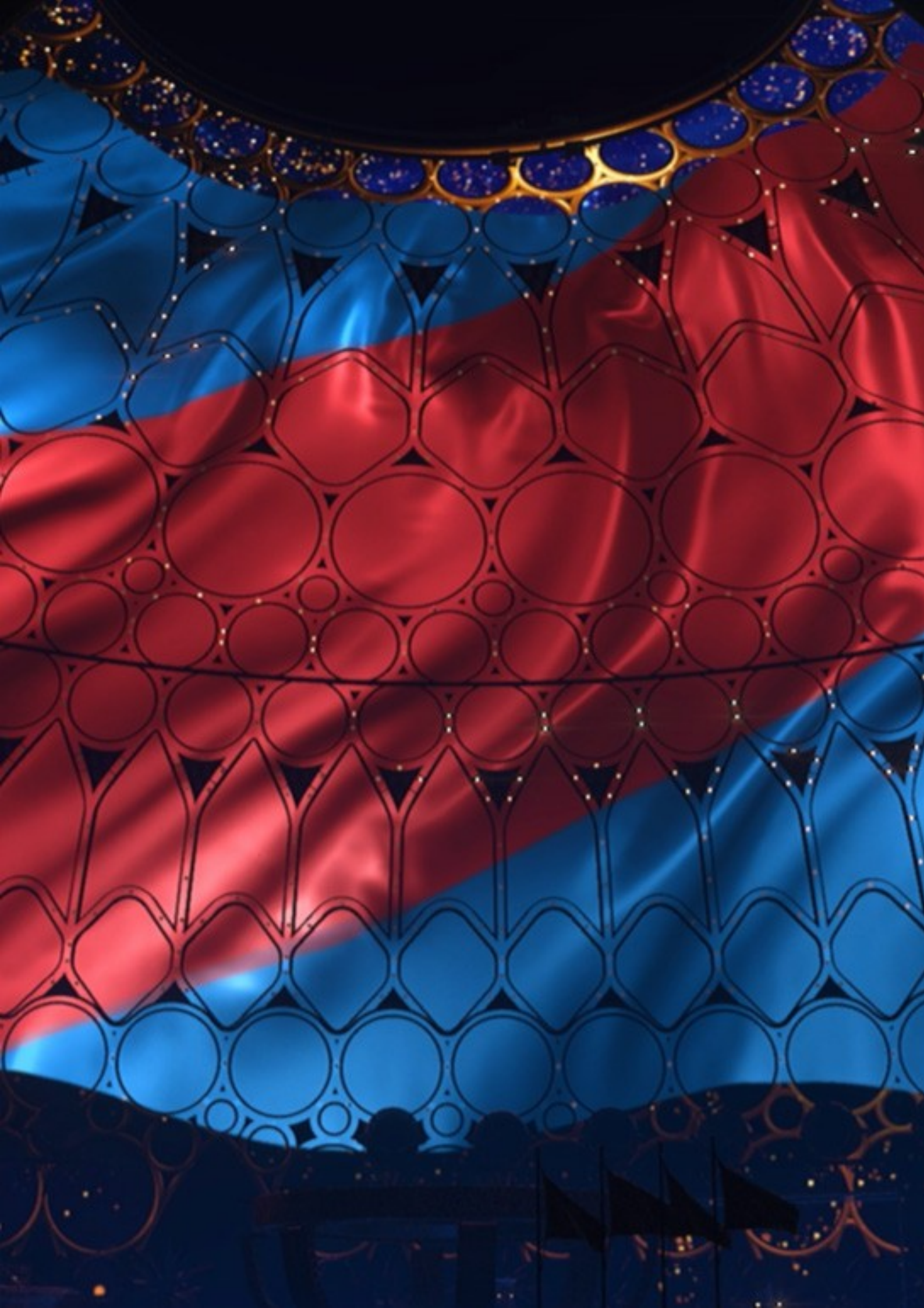
Bureau  
International  
des Expositions

# **PARTICIPATE IN THE DAILY PROCESSION ON YOUR NATIONAL DAY / HONOUR DAY**

May 2021









## ON YOUR NATIONAL DAY

### INTRODUCTION

The National and Honour Day Ceremonies are the shining moments for our International Participants. It is a moment to honour your leaders and celebrate the beauty of your nation's culture in all its colours and tradition.

Whether it be our visitors on site, or people watching from abroad, we want Expo 2020 to swell with pride on your special day.

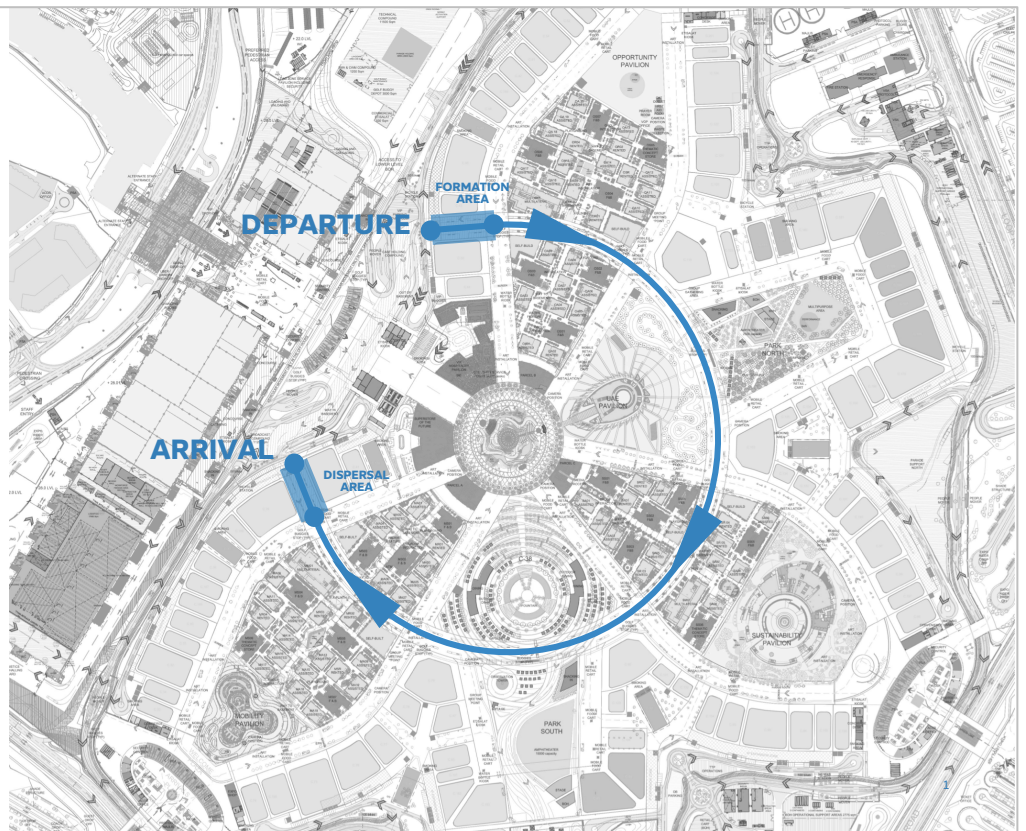
From morning until evening, there will be special moments sprinkled throughout the day showcasing and celebrating a Participant's content – including speeches, cultural performances, flag projection at Al Wasl Plaza and the opportunity to stage Public Realm events.

This is a World Expo that is dedicated to ensuring that every Participant receives the exposure it deserves on its special days.

### EXPO 2020 PROCESSION

#### Route & running time

Route length 1400m



### Overview

As part of Expo 2020 programming, there will be a daily procession around the Avenue of Nations. It will include cultural performers, dancers, decorative props and will feature live music that radiates energy and joy around the site.

International Participants will have an opportunity to take part in this procession on their National Day /Honour Day as an extension of their cultural celebrations.

The Procession commences at 12:45 each day and will last for a total of 45-minutes. The travel distance of the procession is approximately 1,400m.





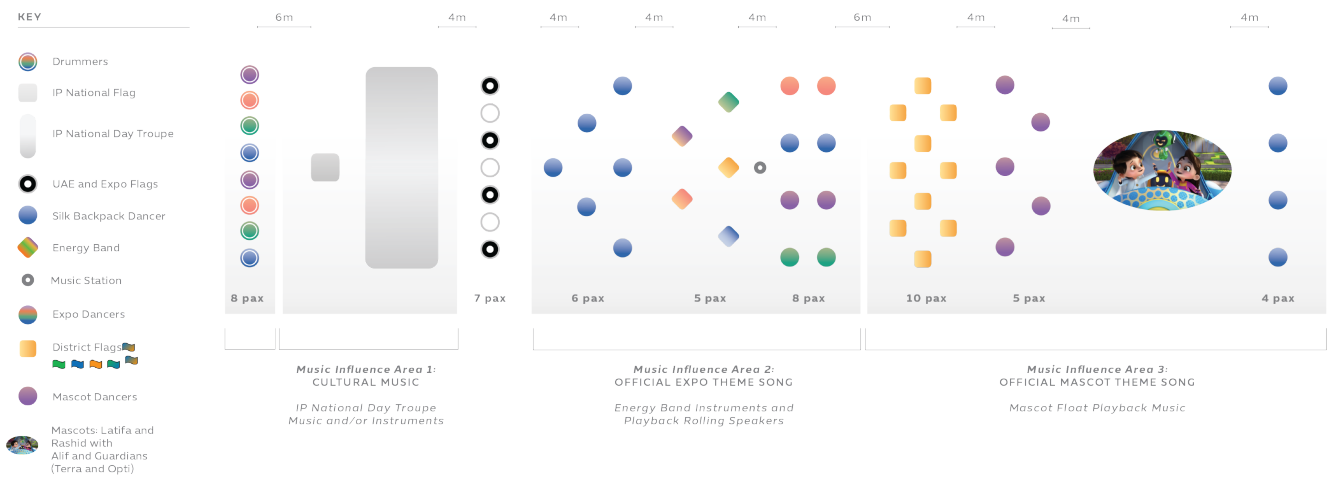
## WHAT CAN WE DO?

Participants may include a minimum of 6 and a maximum of 50 performers within the Procession.

Participants can be involved by providing:

- National flag and flag-bearer who will be given a prominent position near the front of the procession
- Cultural performers and artists
- Handheld props and scenic elements representative of your culture and heritage
- Representatives in your national dress
- Inclusion of special guests and iconic celebrities from your country

Participants are also able to integrate musical performers and artists within the procession in agreement with Expo.





## FREQUENTLY ASKED QUESTIONS (FAQ'S)

### **Can I only participate in the procession on our country's National Day/Honour Day?**

Yes. The procession will be an extension of the participants celebration, so can only be requested on your National Day/ Honour Day.

### **If we have our National Day/Honour Day on the same day as another country will we be both join the same Procession?**

Yes, we will work with both participants to integrate both contributions successfully and with maximum impact.

### **What do participants need to pay for?**

Participants must bear the costs associated with the fees and appearance of the proposed performers, artists, and their accompanying specialist support staff this includes travel and accommodation expenses.

Participants must bear the costs associated with all production and creative development associated with their procession elements.

Expo 2020 will provide the foundation procession elements, including performers, procession marshals and security along the route.

### **What branding can we use in the procession?**

Participants cannot display the logo, trademark or other intellectual property of their own sponsors outside their pavilion. Any such display must not be visible to the public outside the pavilion.

Any trademarked intellectual property must have the associated rights and licenses, as well as the full prior approval of Expo 2020.

### **Can Participants have a float in the procession?**

No, this is not permitted.

### **Does everyone in the procession need to be a costumed performer?**

The preference is that predominantly costumed performers make up your contribution to maximise public interest and engagement. However if you would like to include celebrities and other noteworthy contributors then Expo 2020 would be pleased to consider such requests.

### **Can we bring props and carry elements that depict our country and its culture?**

Yes, we are interested to consider any embellishment that you would like to bring.

Please consider the viability of props as being able to be carried by your artists and performers in a safe and efficient manner over the route distance at a walking speed.

## HOW TO PARTICIPATE

Participants are asked to submit their application for integration into the Daily Procession on your National Day or Honour Day by filling out the requisite application form.

This can be requested from your Country Manager or found on the Expo Portal, National Day tab from Q2 2021.

If you would like to discuss your integration into the procession in more detail then please contact your Country Manger and they will be happy to facilitate a meeting with the appropriate Expo 2020 team members



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