



Bureau  
International  
des Expositions

# Programming, Events, and National Day Guide







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# Preface

Events and National Day celebrations are fundamental to staging an exceptional World Expo. To create an enjoyable, innovative, and exciting visitor experience, the Organiser will work with participants to cultivate a rich calendar of events that will engage, inspire, and entertain visitors of all ages and interests.

Events and National Day celebrations will showcase the diversity and creativity of participants and bring to life the wonderful stories that make up Expo 2020 Dubai. Programming in public spaces will also magnify the themes and subthemes, inspiring a range of visitors from children on school trips to entrepreneurs on a business visit.

The Organiser has developed this guide to provide participants with the information required to plan, book, and deliver their program of events and National Day celebrations during Expo 2020 Dubai. The guide details the venues where participants can host their events, as well as the range of services available to them, including the event booking system; operations and technical support; marketing, media, and protocol services.

The following table summarises the content of this Programming, Events and National Day Guide.

Chapter	Content
<b>Chapter 1</b> Introduction	Expo 2020 Dubai programming and events: strategic vision and narrative; vital contribution of participants.
<b>Chapter 2</b> The Expo Visitor	Visitor demographics, archetypes, and distribution.
<b>Chapter 3</b> Booking a Venue	Expo 2020 Dubai Master Plan, performance venues/spaces, venue characteristics, and the process of booking your event.
<b>Chapter 4</b> Programming at Expo 2020 Dubai	Master Event Calendar concept, Expo-led programming categories.
<b>Chapter 5</b> National Days	Standardised National Day programming, including routes, venues, set-up details, timeline, and representation.
<b>Chapter 6</b> Marketing	Marketing tools and branding guidelines for events.
<b>Chapter 7</b> Communications and Media Operations	Media facilities and services available to participants, including the Expo Media Centre and the Media Information System.
<b>Chapter 8</b> Logistics and Operational Tools, Processes, and Services	Logistics and operational tools, processes, and services provided by the Organiser to assist participants in planning, booking, managing, and delivering events.



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# Understanding Controls and Guides

Throughout this document, two criteria for compliance — controls and guides — have been established to assist participants in conceptualising, planning, and delivering their events and National Day celebrations.

**Controls** are 'must' statements that establish the compulsory requirements for all Expo 2020 Dubai participants to ensure that the standards and aspirations of Expo 2020 Dubai are achieved.

**Guides** are 'can' or 'should' statements that describe methods or suggested ways of operating to meet the specific goals and objectives of Expo 2020 Dubai.

Each control and guide is assigned a unique alphanumeric code. The first character of the code identifies if the statement is a control (C) or a guide (G). The numeric character

identifies the sequential order of the control or guide. For example, in the accompanying figure, **C-09** is a control while **G-01** is a guide.

The controls and guides will facilitate the Organiser guiding and supporting participants in delivering, operating, and marketing events on the Expo 2020 Dubai site through a range of tools and services. These will also assist the participants in:

- › Planning, delivering, and operating events in-line with the requirements and guidelines of the Organiser.
- › Aligning their event plans and operations with those of the Organiser and other participants.
- › Ensuring a seamless process for booking, planning, delivering, and operating events on site.

## Example of a Control Statement

# C-09

Participants must submit their official speech 72 hours prior to the ceremony to Expo Protocol.

## Example of a Guide Statement

# G-01

Participants are a key contributor to Expo 2020 Dubai's overall programming and should propose programming concepts that extend beyond what is presented within their pavilions into the public realm.

# Acronyms, Abbreviations, Units, and Definitions

## Acronyms and Abbreviations

Acronyms and Abbreviations	Expansion
ALO	Accreditation Liaison Officer
AR	Augmented Reality
AV	AudioVisual
B2B	Business-to-Business
B2G	Business-to-Government
DEC	Dubai Exhibition Centre
DJ	Disc Jockey
DMS	Delivery Management System
DMX	Digital Multiplex
EBS	Event Booking System
EMC	Expo Media Centre
F&B	Food and Beverage
G2G	Government-to-Government
GCC	Gulf Cooperation Council
IP	Intellectual Property
IPM	International Participants Meeting
LED	Light Emitting Diode
MEP	Mechanical, Electrical, and Plumbing
MICE	Meetings, Incentives, Conferences, and Exhibitions
MPC	Main Production Compound
NGO	Non-Governmental Organisation
PAVA	Public Address and Voice Alarm
PSA	Pedestrian Screening Area
RDM	Remote Device Management
Q&A	Questions and Answers
RO	Responsible Organisation
SDG	Sustainable Development Goals
SME	Small and Medium Enterprises
TV	Television
UAE	United Arab Emirates

## Units

Unit	Expansion
d	Depth
m	Metre
sqm	Square Metre
USD	United States Dollar
w	Width

## Definitions

Term	Definition
Brand Portal	A One-Stop Shop for all brand-related assets. It acts as a digital asset management system and is accessible through the Participant Portal. It hosts the brand guidelines – a wide range of brand assets that can be viewed and downloaded and is utilised for brand approvals by participants.
Children’s Entertainment	Any form of performance or entertainment with a primary audience aimed at 16 years and under.
Cinema/Film	Includes all genres of visual entertainment across all production formats. Can be in any language with Arabic/English subtitles.
Conference	All forms of congress, meeting, seminar, forum, convocation, meeting, convention for related or interrelated subject matter.
Culinary	Includes culinary demonstrations, live cooking, and master classes connected to all forms of cuisine and gastronomy.
Dance	Includes all forms and styles of classical, contemporary, and national folkloric dance activity.
Event Booking System	An Expo 2020 Dubai-commissioned, robust scheduling software for booking event spaces on the Expo 2020 Dubai site and logging events in the Master Event Calendar.
Exhibition	Flexible floor space aligned for showcasing exhibits, products, and services for a related or interrelated subject matter.
Expo 2020 Dubai®	Name of the event that will be hosted on the Expo site; also referred to as ‘Expo 2020,’ ‘Expo,’ ‘Dubai Expo 2020,’ ‘Expo Dubai 2020,’ and ‘Expo event’
Expo Live	An innovation and partnership programme launched by Expo 2020 Dubai to accelerate and promote creative solutions that improve lives while preserving the world through a combination of grants, prizes, and knowledge-sharing events focused on mobility, opportunity, and sustainability.
Expo Media Centre	A venue located next to Al Wasl Plaza, containing the hub of all media operations for Expo 2020 Dubai.
Expo 2020 Site	Located in Dubai South and circulated by the Outer Perimeter fence, it is made up of internal and external operational zones, managed by Expo 2020. Also referred to as ‘Site.’
Festival	Part of a series of related events that include all forms of artistic performance under a unified theme.
Host Broadcaster	Acts as a production company to Expo 2020 Dubai, producing the ‘world feed’ for moving image creation and global distribution to organisations.
House Package	A generic set of technical resources, equipment, and associated technicians that is tailored as the standard provision for each venue.
International Days	Using the framework of the United Nations’ international days, the Organiser has identified 14 International Days to be commemorated at Expo in partnership with a wide array of stakeholders.
International Participants Programming Tool	An evolving source of information on key dates that inspire the development of programming at Expo 2020. This includes nine thematic weeks and third-party events taking place in Dubai at the time of the Expo.
Master Event Calendar	Supported by an advanced scheduling tool developed exclusively for Expo 2020 Dubai, the Master Event Calendar is a central repository of all events and activities taking place across the site over the 173 days.
Master Plan	The detailed plan that outlines the different real estate elements, open spaces, and other facilities within the Expo site.
Media Information System	An online platform that will provide operational information to accredited media planning their coverage of Expo 2020 Dubai.
Music	Includes all vocal styles sung in any language and any derivative of musical instrumentation.
Non-Official Participants	Parties that have been authorised by the BIE to participate outside Official Participant sections. Non-Official Participants include corporates (such as sponsors), NGOs, and academic institutions.
Official Participants	Foreign governments and international organisations who have received and accepted the official invitation from the Government of the United Arab Emirates (UAE) to participate in Expo 2020 Dubai.

## Definitions

<b>One-Stop Shop</b>	A virtual and physical service provided by the Organiser to participants, which offers end-to-end support for aspects such as permits, approvals, submissions, certifications, and inspections. The One-Stop Shop will also respond to any queries or requests raised by participants. Participants can access this facility through the Participant Portal.
<b>Opera</b>	Includes all forms of classical and contemporary opera across all languages.
<b>Operational Hours</b>	The hours that visitors are able to access the Expo site during Expo time.
<b>Organiser</b>	Bureau Expo Dubai 2020; established by virtue of Decree No. 30 of 2014 issued on 25 June 2014 to administer the organisation and delivery of Expo 2020 Dubai.
<b>Participant Contract</b>	The contract agreed upon between each Section Commissioner General and the Organiser to establish the terms and procedures by which the participants will take part in Expo 2020 Dubai.
<b>Participant Guides</b>	Set of documents issued by the Organiser to explain and guide all aspects of the participation process before, during, and after the Expo 2020 event
<b>Participant Portal</b>	A web-based portal that facilitates communication, provides event management services, and provides other services to participants.
<b>Poetry</b>	All forms of classical and contemporary poetry across all languages. Poetry workshops.
<b>Public Realm</b>	Comprises the sum of the outdoor spaces between buildings, providing places for moving from one building to another, and external places for rest and play.
<b>Special Days</b>	A number of days in which a special programme of entertainment and other programming will be on display. Includes Diwali, UAE National Day, Christmas, New Year's Eve, Chinese New Year, International Women's Day.
<b>Special Regulations</b>	The Special Regulations listed in Article 34 of the General Regulations.
<b>Sports and Fitness</b>	All forms of exercise and fitness classes where the audience engages in actions conducted from the stage.
<b>Sports Participation</b>	All types of sporting demonstrations or participation activities not conducted from a stage.
<b>Street Theatre</b>	Theatrical performance by generally small groups of artisans and performers (less than 5).
<b>Social Media</b>	Websites and applications that enable users to create and share content or to participate in social networking such as Facebook, LinkedIn, Twitter, Instagram, YouTube, Blogs, Sites including user participation and user generated content.
<b>Subthemes</b>	Expo 2020 subthemes of Mobility, Opportunity, and Sustainability.
<b>Talks, Lectures, Comedy</b>	Includes expert lectures, panel discussions, discussion forums, stand up comedy, improvisation workshops.
<b>Theatre</b>	Includes all contemporary and classical styles of theatrical performance generally with accompanying props and set.
<b>Theme</b>	Expo 2020 theme of Connecting Minds, Creating the Future.
<b>Workshops</b>	Participatory discussions and activities generally focusing on specialist subjects and topics.
<b>World Majlis</b>	A forum for inclusive conversations on topics of major concerns to the global society.



The background features a vibrant, abstract composition of colorful paint splatters in shades of purple, green, blue, red, and yellow, set against a greyish-blue base. These splatters are framed by large, white, organic, rounded shapes that create a sense of depth and movement. A prominent, solid orange shape is positioned in the upper left quadrant, containing the text.

# 1 ∴ Introduction



Expo 2020 Dubai's calendar of events is enriched by participants' contributions, bringing to life a vibrant, engaging, and entertaining public realm that reflects the diverse identities and cultures of participants.

The theme of 'Connecting Minds, Creating the Future' permeates the entirety of the Expo 2020 Dubai site, taking visitors on a rich and inspiring journey. An integral part of this journey is the events and live programming across the site, which offers moments of surprise, communication, and cultural and artistic expression. Participants lend their distinctive voices to making the Expo visitor experience extraordinary by bringing to the site truly authentic, meaningful, and unique experiences from around the globe and manifesting their cultures through music, art, performance, food, and so much more.

Programming provides an opportunity for nation branding, cultural exchange, and instances of fun and play. In addition, programming at Expo 2020 Dubai aims to create a space to discuss and collectively address some of the most pressing issues facing our world. Dedicated business programming and thought leadership will provide a platform for participants to enhance Business-to-Business (B2B), Business-to-Government (B2G), and Government-to-Government (G2G) relationships, contacts, and new business opportunities.

## 1.1 Programming Principles

Events at Expo 2020 Dubai will be programmed by both the Organiser as the host and participants, allowing for opportunities for collaboration and co-creation.

The Organiser will produce and deliver programming content for the six months of the event across different venues and spaces. In doing so, it will integrate and align programming content from a variety of internal and external stakeholders in addition to commissioning Expo-led programming concepts through an in-house creative team and supporting vendors.

The Organiser seeks to deliver an experience that goes beyond pure information and engages visitors physically, intellectually, and emotionally. It will inspire them to be part of shaping a better world. The spirit of Expo 2020 Dubai is reflected in eight principles that drive programming content and experiences, as seen in Figure 1.1.

Programming across pavilions, the public realm, and dedicated event venues increases the participants' visibility and visitor reach. As such, programming is a key tool to help participants achieve their goals; from supporting nation branding to promoting exclusive tourism destinations and cultural diversity. Participants create experiences that allow visitors to make connections with people and traditions that they may never have encountered before. By their very presence at Expo 2020 Dubai, participants tell a story of collaboration and partnership in delivering an extraordinary event.

Furthermore, programming in the Dubai Exhibition Centre (DEC) provides participants with a unique opportunity to stage events such as exhibitions, summits, and conferences to promote strategic economic sectors, scientific exchange, professional networks, trade, and investment. It also provides facilities for cultural performances, gala dinners, and product launches.

Figure 1.1 Principles Driving Programming



### ● UAE's Value System

The values of the UAE will live and breathe across the entire site. They are the inspiration for the content and act as a connector to the global contributions brought by all participants.

### ● Collaboration and Partnerships

Expo 2020 Dubai embraces the spirit of collaboration and partnership between countries, international organisations, civil society, foundations, academia, corporates, SMEs, and individuals. Programming will foster new connections and inspire new ideas among everyone involved.

### ● Technology and Innovation

Expo 2020 Dubai brings to the global stage thought leaders, innovators, as well as cultural and business leaders showcasing the wealth of ideas and talent in their communities. This spirit of innovation is also applied to the way in which content is exhibited and visitors are engaged.

### ● Inspiring a Call to Action

Visitors to the Expo 2020 Dubai site will be encouraged to develop knowledge to make conscious choices. They will be immersed in a space of possibility where a spark of inspiration can change their journey forever.

### ● Customisable and Authentic

Visitors will be able to experience Expo 2020 Dubai through journeys that they design themselves and through subjects that they connect with. For example, a child can go on an island treasure hunt across anchor pavilions and countries to search for answers to questions that will define their journey.

### ● Multinational, Multicultural, and Inclusive

Participants play a key part in making Expo 2020 Dubai programming diverse and multicultural.

### ● Themes and Subthemes

Themes and subthemes are integral to programming and ensure that stories and performances are told in a way that encourages visitors to discover new ideas and perspectives.

### ● Fun and Surprising

Expo 2020 Dubai includes components of entertainment, surprise, and unexpected stories that engage visitors in common moments of entertainment and leisure.

Through programming across the Expo 2020 site, participants will be able to foster new collaborations with countries, international organisations, and businesses across a range of industries to exchange best practices, promote national brands, and transfer knowledge.

**G-01** Participants are a key contributor to Expo 2020 Dubai's overall programming and should propose programming concepts that extend beyond what is presented within their pavilions into the public realm.

**G-02** Participants should connect with each other to co-create programming concepts that bring the theme of collaboration to life and entertain visitors with the fusion of disciplines, genres, and cultures.

**G-03** Participants should use the Organiser's venues and the DEC to stage business and cultural events that help them achieve their objectives for participation in Expo 2020 Dubai.



## 2 ∴ The Expo Visitor





## Expo 2020 Dubai seeks to attract a regional record-breaking number of visitors.

This chapter sheds light on the 15.5 million unique visitors Expo 2020 Dubai is planning for, and the nature of their anticipated 25.2 million visits. It also provides participants with an overview of the visitors expected from the UAE and abroad. It will detail the nature of visits the Expo expects from the UAE, the Emirate they will come in from, and provide instrumental details regarding student visitors. The chapter also describes international visitors' source markets, languages spoken, and other pertinent demographic details that may be useful to participants as they plan their programme of events for Expo 2020 Dubai.

### 2.1 Expo Visitor Overview

Expo 2020 Dubai is the first World Expo that anticipates a higher proportion of visitors from international markets than from the host country; an estimated 70% of visitors will come from international markets, and 30% are expected to come from the UAE. However, the number of repeat visits from UAE residents is expected to be greater than repeat visits from international visitors and implies that almost half (45%) of all visits will come from the domestic market with a comparable proportion (55%) coming from international markets. See Figure 2.1.

Figure 2.1 Expo 2020 Dubai Visitor Overview

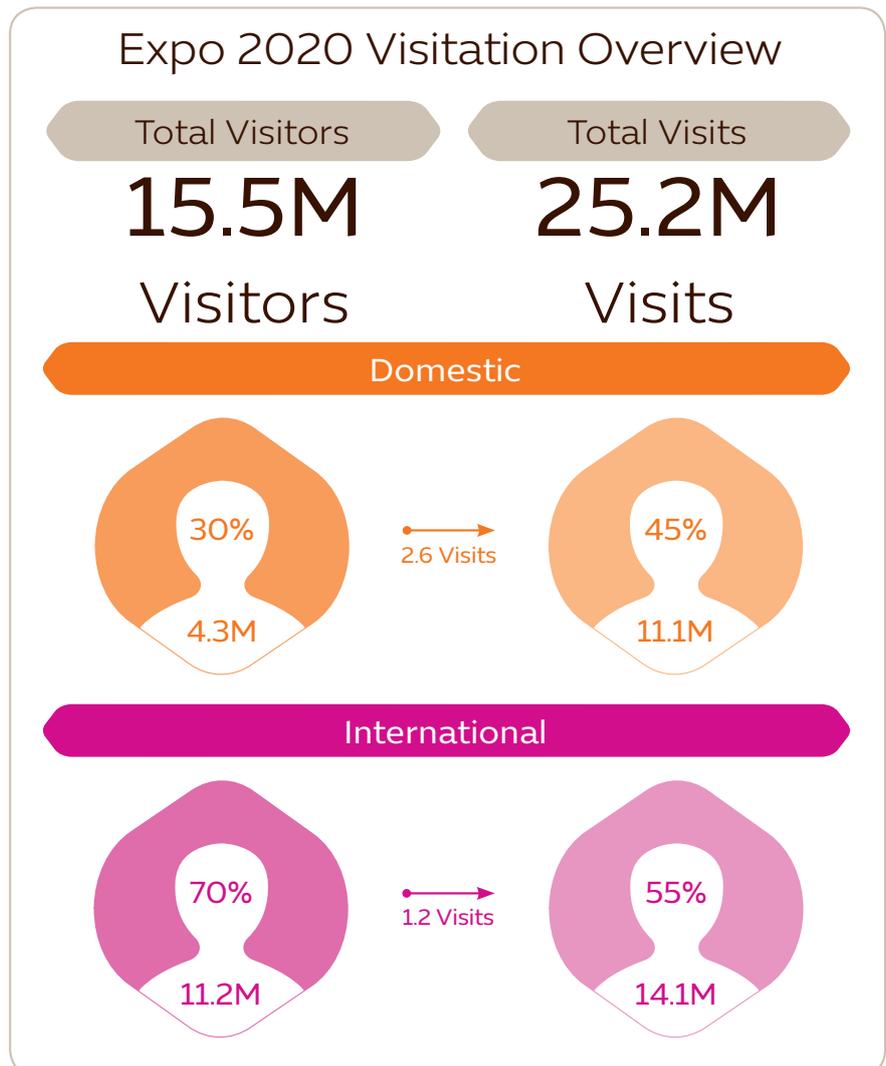
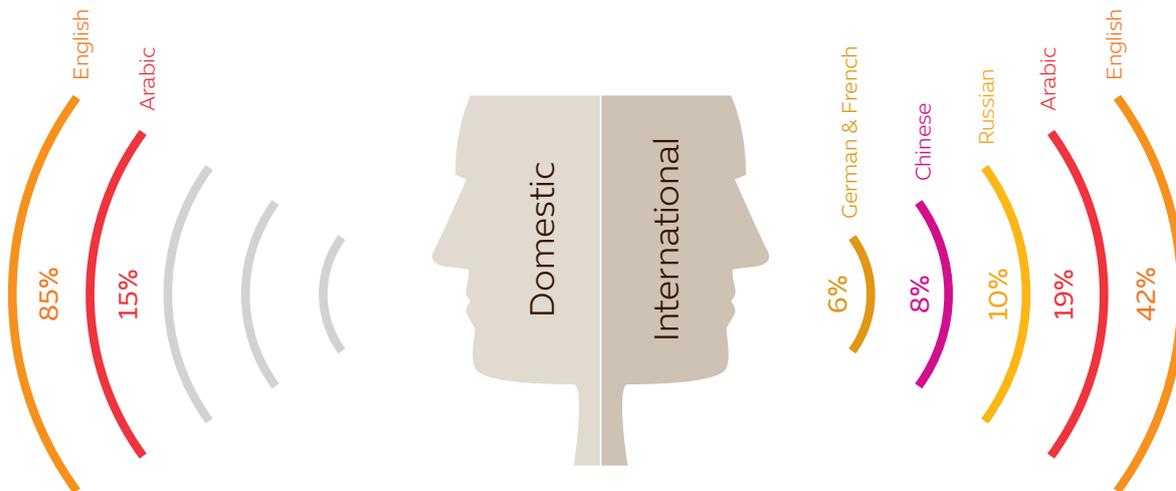


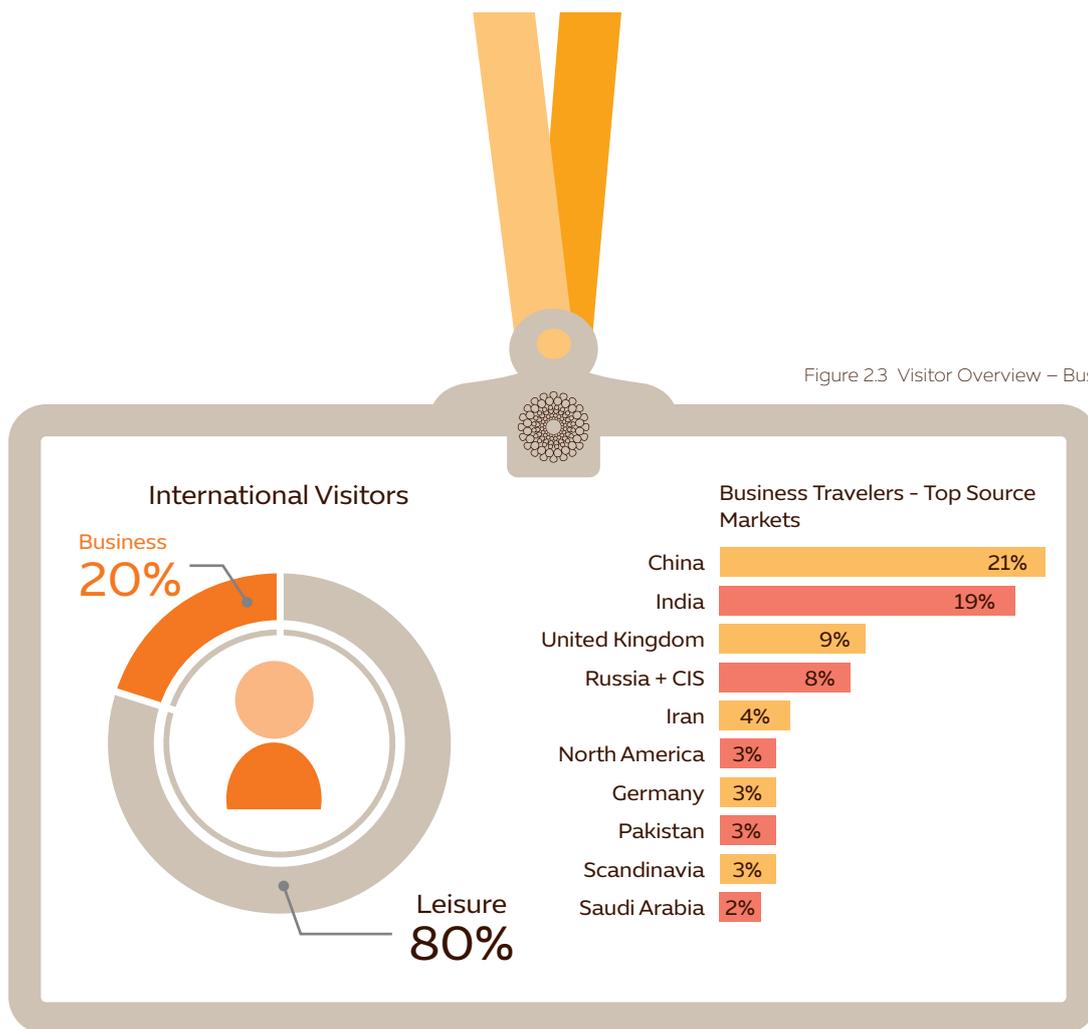
Figure 2.2 Visitors Overview – Languages



Expo 2020 Dubai’s visitors will come from across the world and will primarily speak English, Arabic, Russian, and Chinese (see Figure 2.2). The different international visitor types are illustrated in Figure 2.3.

One in five Expo 2020 Dubai visitors (20%) are expected to engage in business activities, primarily from China, India, and the United Kingdom. The remaining 80% of visitors are anticipated to attend for leisure.

Figure 2.3 Visitor Overview – Business Travelers



### 2.1.1 Domestic Visitors

Expo 2020 Dubai domestic visitation demographics will reflect the youthful UAE population as seen in Figure 2.4. Accordingly, almost one in three (32%) domestic visitors are expected to be 17 years of age or younger.

The majority (65%) of visitors from the UAE can be categorised as 'leisure'. One in five domestic visits (21%) will be students, visiting as part of the Expo School Programme as shown in Figure 2.5.

The bulk of domestic leisure visitors are anticipated to be from Dubai and Abu Dhabi. Student visits will follow a similar pattern with Dubai, Abu Dhabi, and Sharjah contributing the largest share (see Figure 2.6).

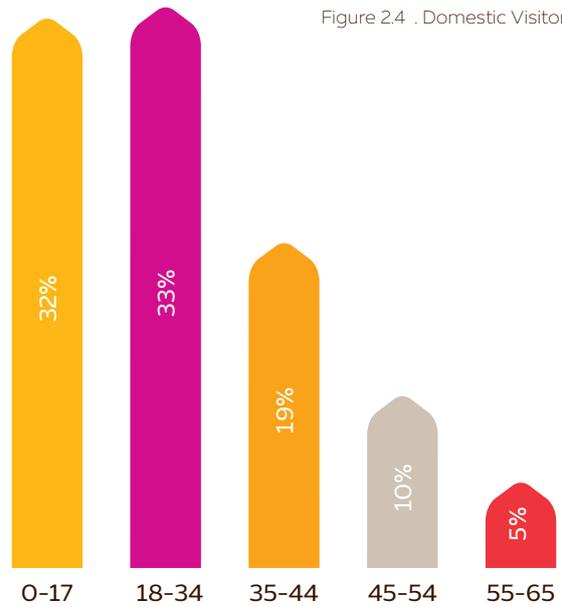


Figure 2.4 . Domestic Visitors' Age

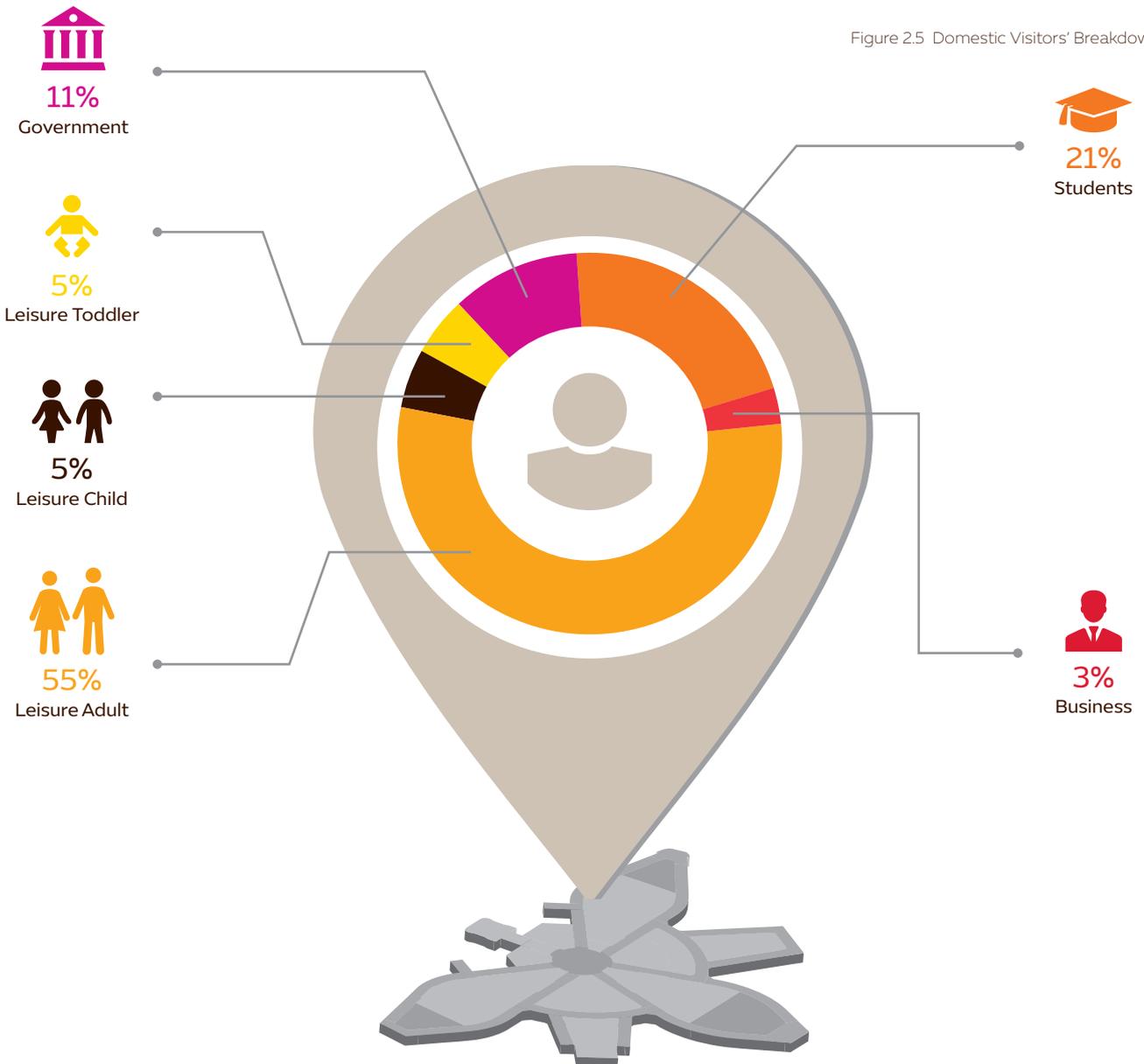
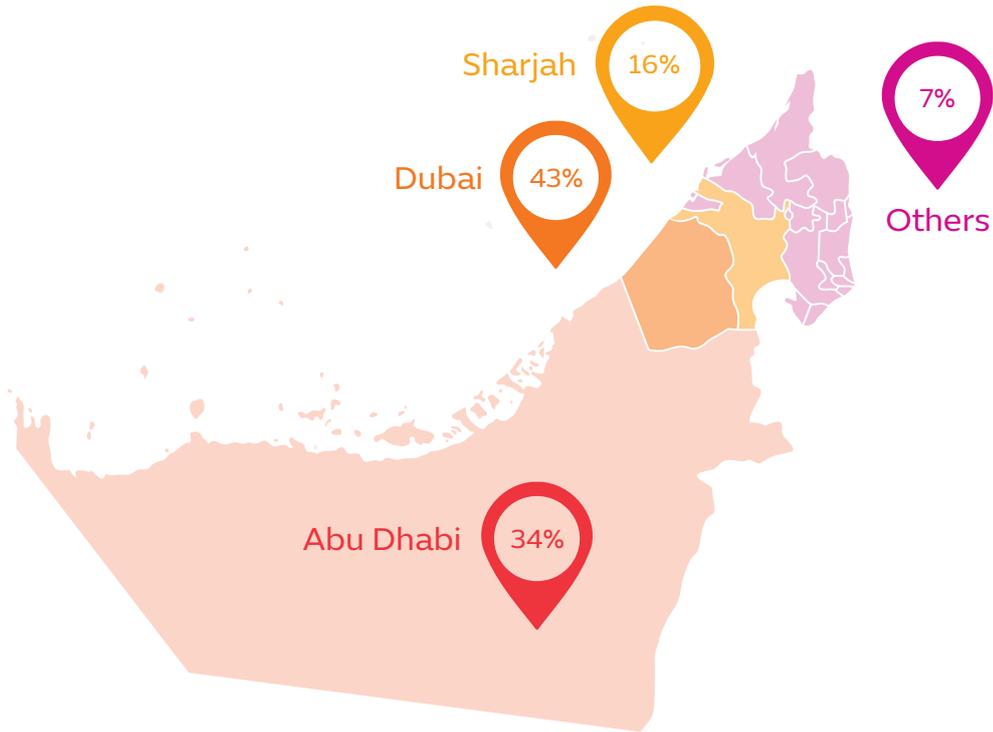
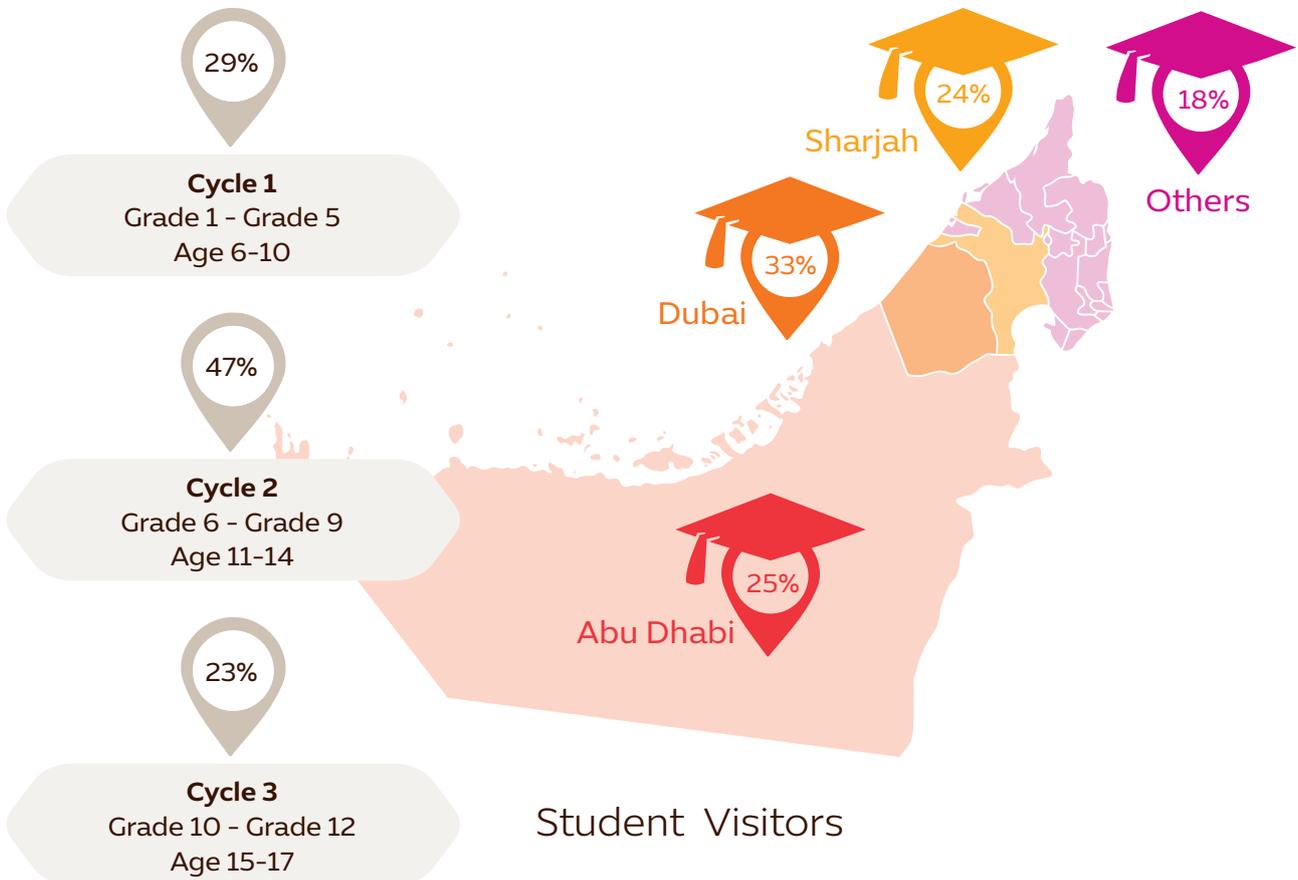


Figure 2.5 Domestic Visitors' Breakdown

Figure 2.6 Domestic Visitors—Students



### Domestic Visitors by Emirate



### Student Visitors

### 2.1.2 International Visitors

Expo 2020 Dubai’s international visitation patterns will broadly reflect UAE international visitation. Accordingly, Expo 2020 Dubai expects 74% of international visitors to be under 44 years of age as shown in Figure 2.7.

The highest proportion of Expo 2020 Dubai international visitors will come from South Asia, the Gulf Cooperation Council (GCC), and Europe as illustrated in Figure 2.8.

Figure 2.7 International Visitors – Age Breakdown

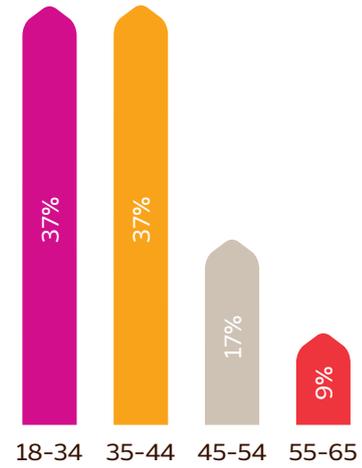


Figure 2.8 International Visitors – Regions

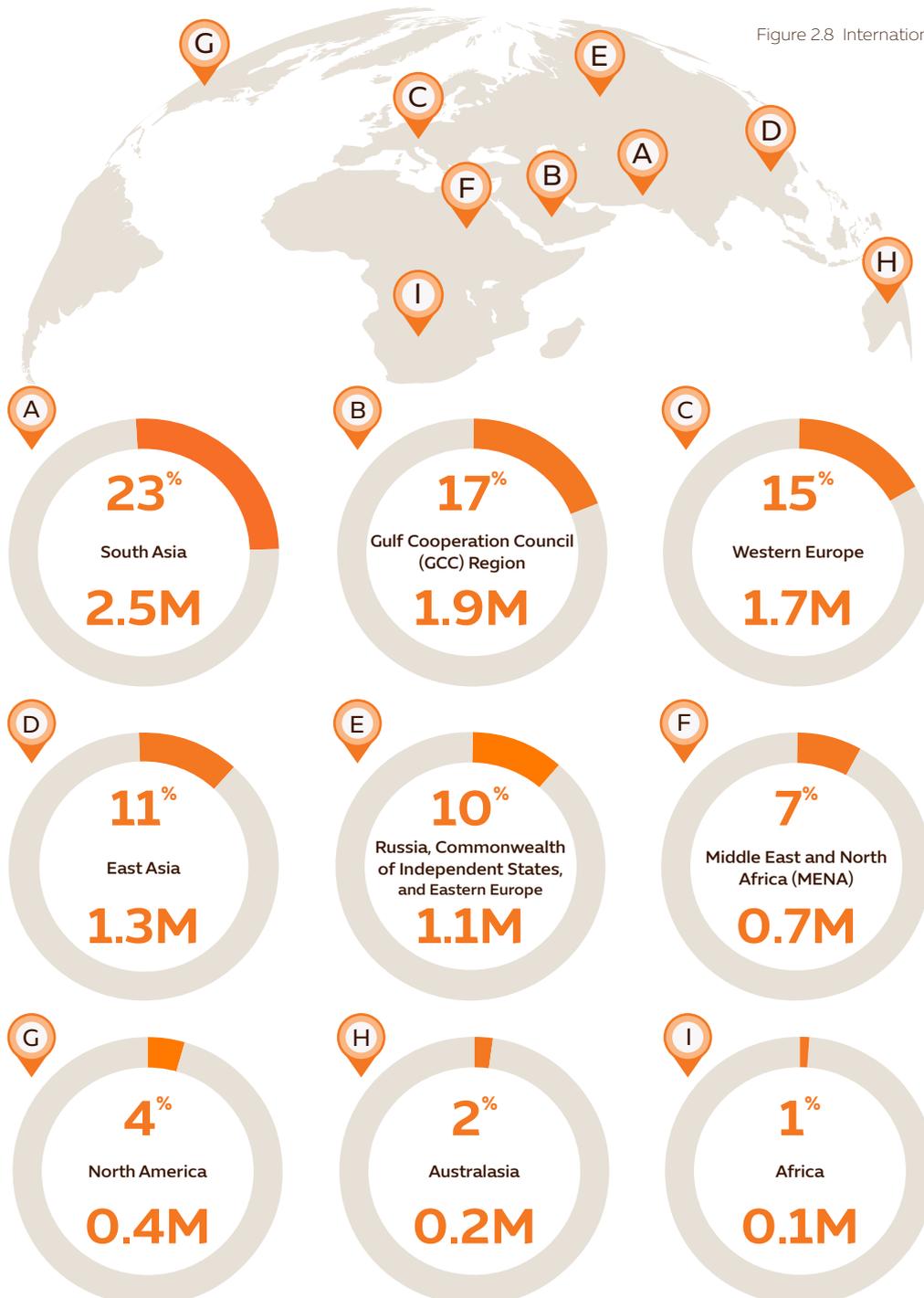
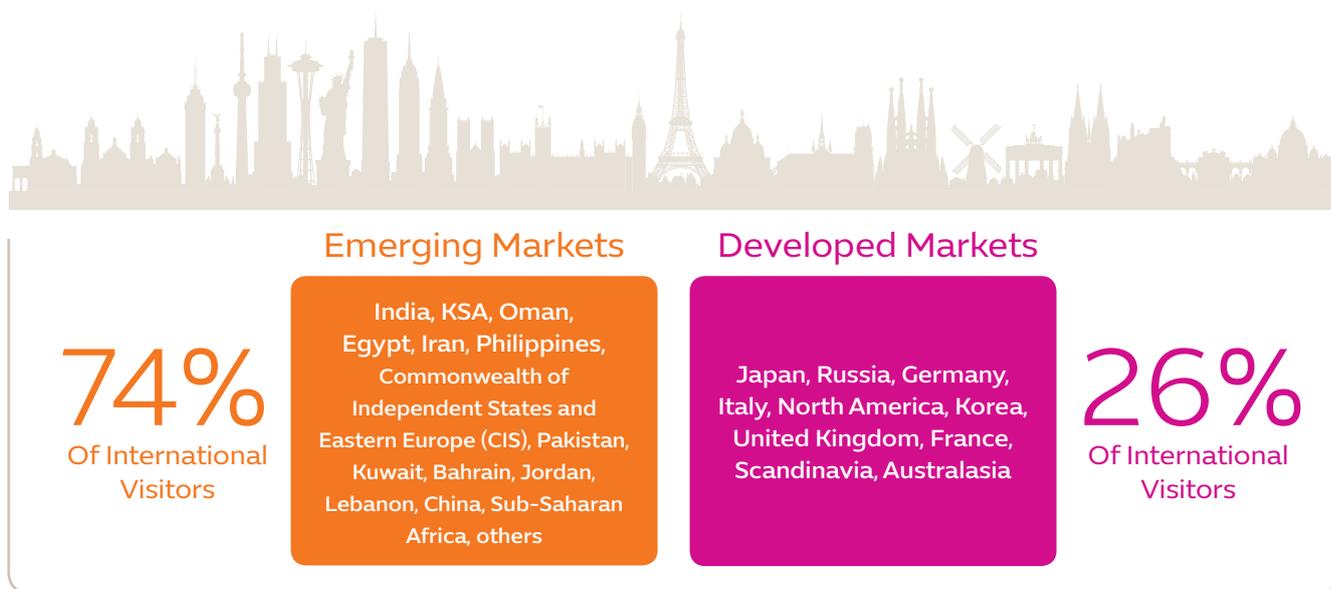


Figure 2.9 International Visitors – Markets



Three in four international visitors are expected to be from emerging markets (see Figure 2.9).

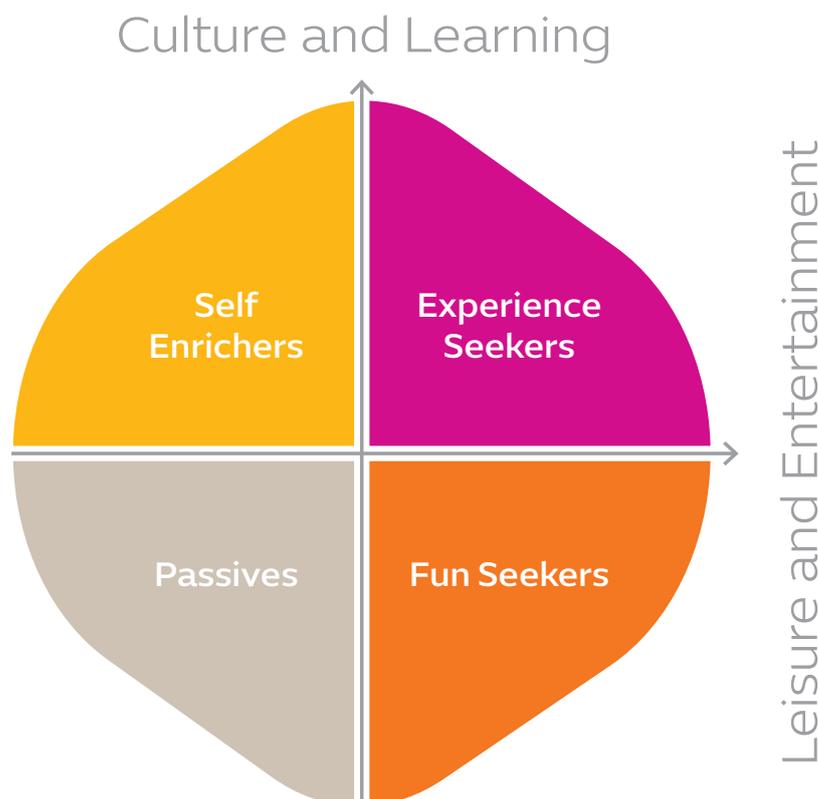
## 2.2 Expo 2020 Visitor Profiles

Developing a deeper understanding of visitors' attendance and interaction is integral to hosting a successful Expo. The Organiser has commissioned several studies to establish clear visitor personas. Using a visitor framework that corresponds to the Organiser's

proposition of culture and learning, as well as leisure and entertainment, four distinct visitor personas arise (see Figure 2.10).

Experience Seekers have a large spectrum of interests; they intersect with Self Enrichers when it comes to the high interest in culture and learning, while they share with Fun Seekers their interest in leisure and entertainment.

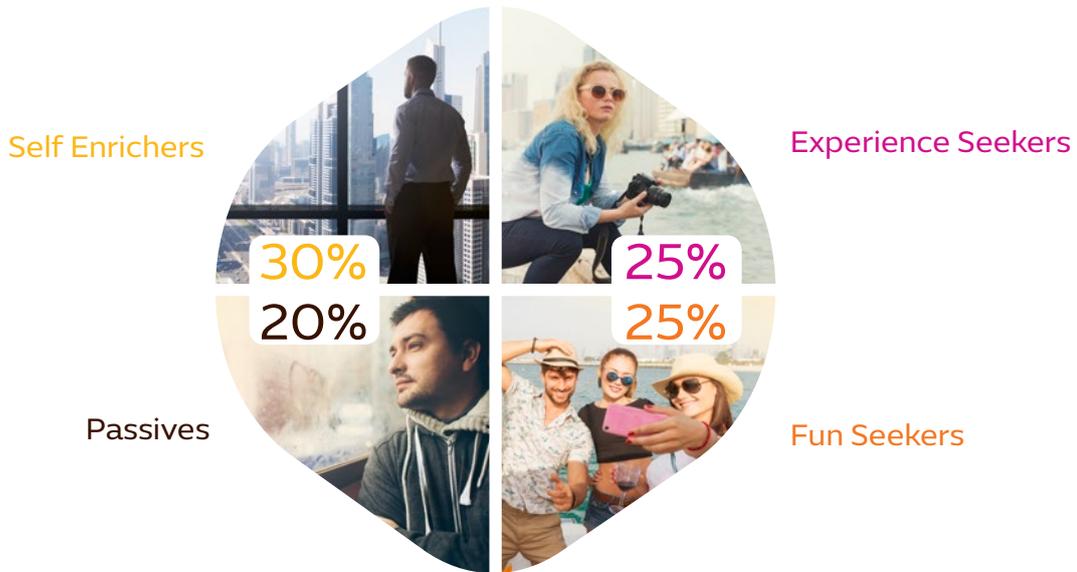
Figure 2.10 Visitor Personas



### 2.2.1 Domestic Visitor Personas

Self-Enrichers will account for the largest proportion of domestic leisure visits. Experience Seekers and Fun Seekers will contribute an equal number of visits to Expo 2020 Dubai. Figure 2.11 details the different attitudes, demographics, and targeting channels available.

Figure 2.11 Domestic Visitors by Segment



### Domestic Visitors' Attitudes and Relevant Content

Self Enrichers	Experience Seekers	Fun Seekers	Passives
 <p>Self Enrichers are life-long learners who enjoy exploring world cultures and new ideas.</p> <p>They get excited when something is new and are rooted in their values.</p> <p>They follow important world issues and support others whenever they can.</p> <p>Expo 2020 Dubai should be positioned as a venue that offers them a chance to explore something new with every visit.</p>	 <p>Experience Seekers value entertainment as well as culture and learning.</p> <p>They enjoy their hobbies and are open to trying new things.</p> <p>They value the community and help others whenever they can.</p> <p>They are advocates of the environment and support this cause when possible.</p> <p>The wide variety of Expo 2020 Dubai's offers should be particularly highlighted to these visitors.</p>	 <p>Fun seekers make the most out of fun moments and share them with their friends.</p> <p>They are sociable and enjoy learning about the world.</p> <p>They stay up-to-date with the latest trends and like attending ticketed events and activities.</p> <p>They are connected and like using social media to share fun moments with their friends.</p> <p>Expo 2020 Dubai should be positioned to them as a fun, social, and cultural exchange.</p>	 <p>Passives demonstrate a lower interest in culture and entertainment.</p> <p>They have a strict routine they follow in their everyday life.</p> <p>They are frugal and do not attend ticketed events unless it is a bargain.</p> <p>Even though passives are the least likely to be brand ambassadors, they must be kept informed of Expo 2020 Dubai programming to help them determine when to visit.</p>

## 2.2.2 International Visitor Personas

Experience Seekers and Fun Seekers will constitute the majority of Expo 2020 Dubai international visitors as shown in Figure 2.12.

Figure 2.12 International Visitors by Segment



### International Visitors' General Attitudes

#### Self Enrichers



Self Enrichers have a great desire for learning new things when they travel.

They are excited to try different types of food, visit museums and opera houses. They also enjoy exploring the countryside and going on wildlife safaris.

#### Experience Seekers



Experience Seekers take in a 360° experience when travelling.

They enjoy experiencing foreign cultures through food, traditions, and wilderness. They like to visit landmarks, museums, theme parks, and parks. They also like to attend ticketed events.

#### Fun Seekers



Fun Seekers crave excitement and adventure. Long road trips and lodging in bungalows are their holiday essentials.

They enjoy attending ticketed events and concerts, as well as playing sports and recreational activities. They also seek out mountains, the desert, and wildlife.

#### Passives



Passive travelers play it safe and stay in their comfort zone while travelling.

As they are less adventurous and stick to what they know best, their travel itineraries often consist of well known museums or landmarks, relaxing on the beach, and all-inclusive holiday options.

### International Visitors' Travel Motivations and Attraction to Expo

Driven by their thirst for learning about the world, Self Enrichers travel to destinations that offer great cultural attractions, shopping experiences, and nature.

Self Enrichers show high appeal to Expo 2020 Dubai's proposition, and are attracted to the possibility of learning about new cultures, opportunities, and being exposed to innovative ideas.

Wanting to maximize the use of their time, Experience Seekers enjoy travel experiences that offer world-class beaches, great cultural attractions, and beautiful landscapes.

Experience Seekers are attracted by several aspects of the Expo 2020 Dubai's proposition such as new cultures, entertainment, innovation, and entry pass affordability.

As leisure and entertainment travelers, Fun Seekers prioritise popular destinations that offer world-class beaches and beautiful landscapes.

Fun Seekers are attracted by the entertainment that Expo 2020 Dubai has to offer, but are also intrigued by the innovations that might be unveiled at the event.

Passive travelers prefer popular destinations. They look for beaches, shopping experiences, and beautiful scenery.

Passives provide a reserved response to Expo 2020 Dubai's proposition. Across source markets, affordable entry prices are a consistent motivator, stressing the importance of facilitating an easily accessible experience to them.

Figure 2.13 Operating Hours



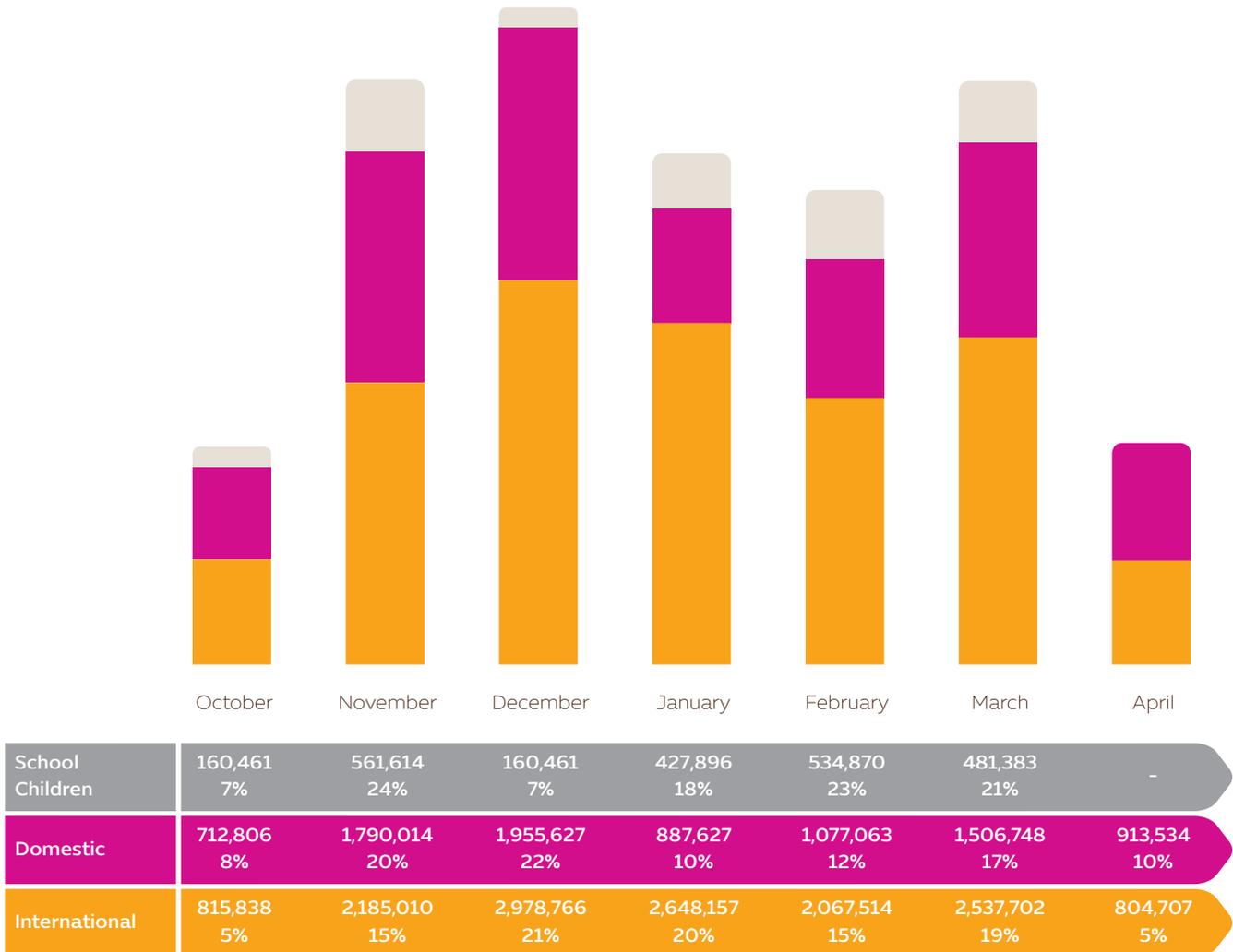
### 2.2.3 Expo Visitor Hours

The Expo event will run from 20 October 2020 to 10 April 2021. Figure 2.13 shows the visitor hours during the Expo event.

### 2.2.4 Monthly Visitor Flow

Monthly attendance is anticipated to peak in December 2020, with visitation expected to soften in January and February 2021, and pick up again in March 2021. Figure 2.14 illustrates the anticipated monthly visitor attendance figures.

Figure 2.14 Anticipated Monthly Visitor Attendance



### 2.2.5 Daily Visitor Flow

While attendance from domestic visitors is expected to peak over the weekend, international visitor attendance is anticipated to remain stable throughout the week. Anticipated visitor attendance by day of week is illustrated in Figure 2.15.

Visitors are expected to spend at least four hours onsite (Figure 2.16), with an average weekday attracting around 130,000 visitors. This number is expected to rise to 167,000 on Fridays and is likely to exceed 200,000 on special days as shown in Figure 2.17. Also, anticipated peak number of visitors is shown in Figure 2.18.

Figure 2.15 Anticipated Visitor Attendance by Day of Week

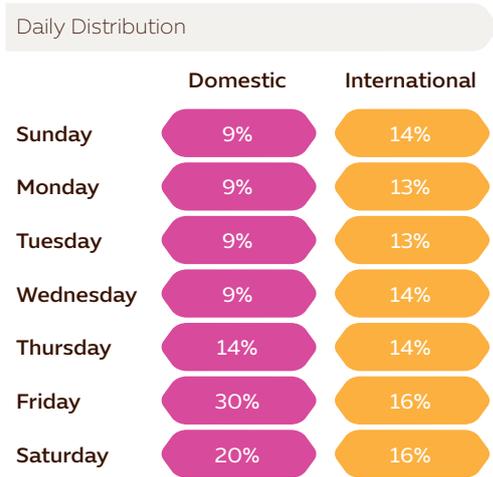


Figure 2.16 Anticipated Visitor Dwell Time



Figure 2.17 Anticipated Daily Attendance

	Special Day	Weekday	Thursday	Friday	Saturday
Average	211k	130k	139k	167k	148k
Min	170k	114k	124k	130k	121k
Max	250k	148k	152k	207k	183k

Figure 2.18 Anticipated Peak Number of Visitors Onsite

Visitors Split	Weekday		Weekend		Special Days
	Sun-Wed	Thursday	Friday	Saturday	
International	64%	60%	57%	69%	20%
Domestic	38%	40%	43%	31%	80%

# 3 ∴ Booking a Venue





Expo 2020 Dubai’s masterplan has an eclectic mix of venues that can host a broad and diverse range of programmable activities.

This chapter details the venues that are free (with the exception of the Dubai Exhibition Centre) and available to use and gives an overview of the type and size of activities that can take place in each particular space.

It also addresses the process of booking a venue whilst providing further information on the ‘house package’ technical support and equipment that each venue will be provided with.

### 3.1 Expo 2020 Dubai Key Venues

Expo 2020 Dubai’s theme and subthemes are reflected in the physical masterplan. The theme of ‘Connecting Minds’ is represented by Al Wasl Plaza, the central point of connection where all activities converge in a substantial space made visible by an iconic domed structure (see Figure 3.1).

The public realm comprises of all the primary and secondary concourses, as well as two large parks (see Figures 3.2 and 3.3) and several intimate public spaces. Over 5 km of wide shaded concourses provide space for comfortable visitor movement around the site, and in many places offer opportunities for ‘pop-up’ entertainment.

Figure 3.1 The Masterplan

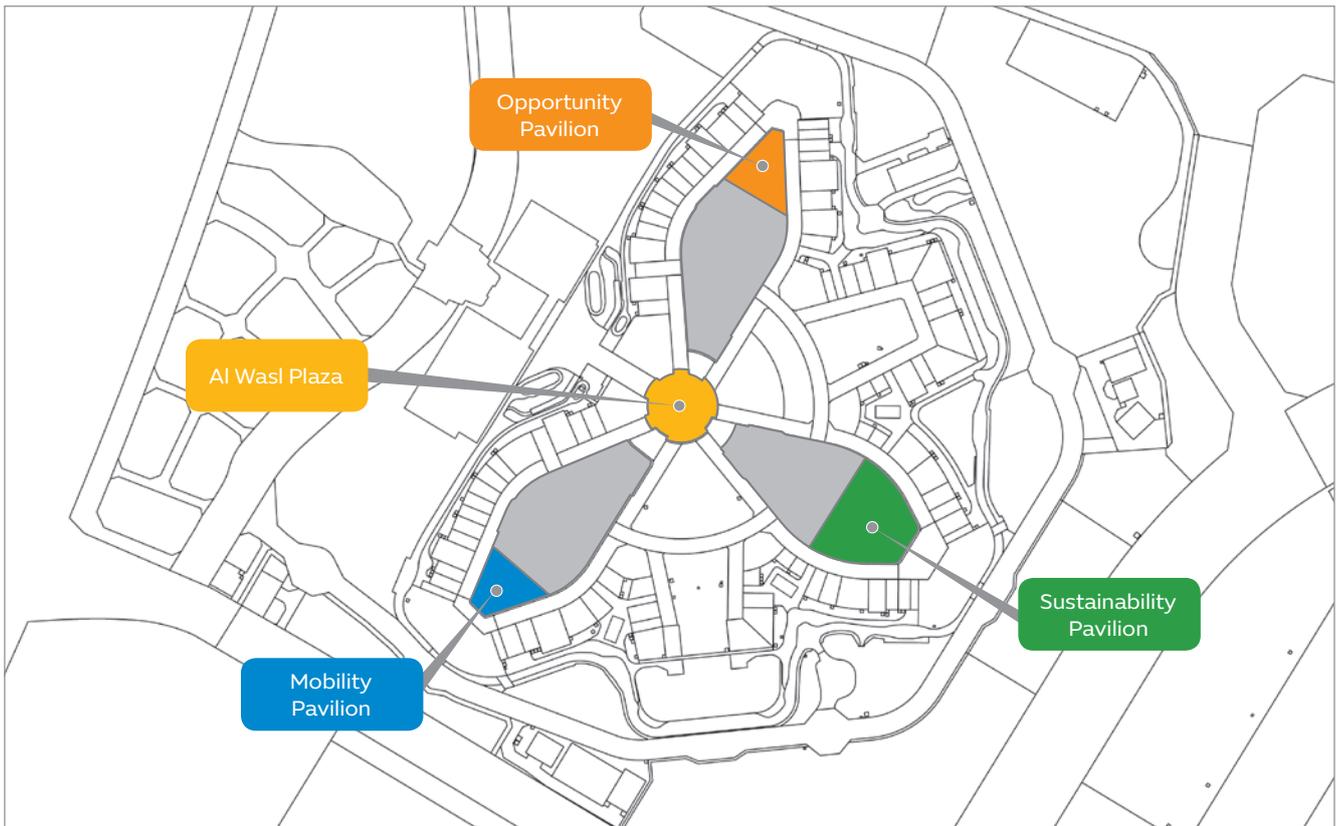


Figure 3.2 Al Forsan Park

Figure 3.3 Jubilee Park



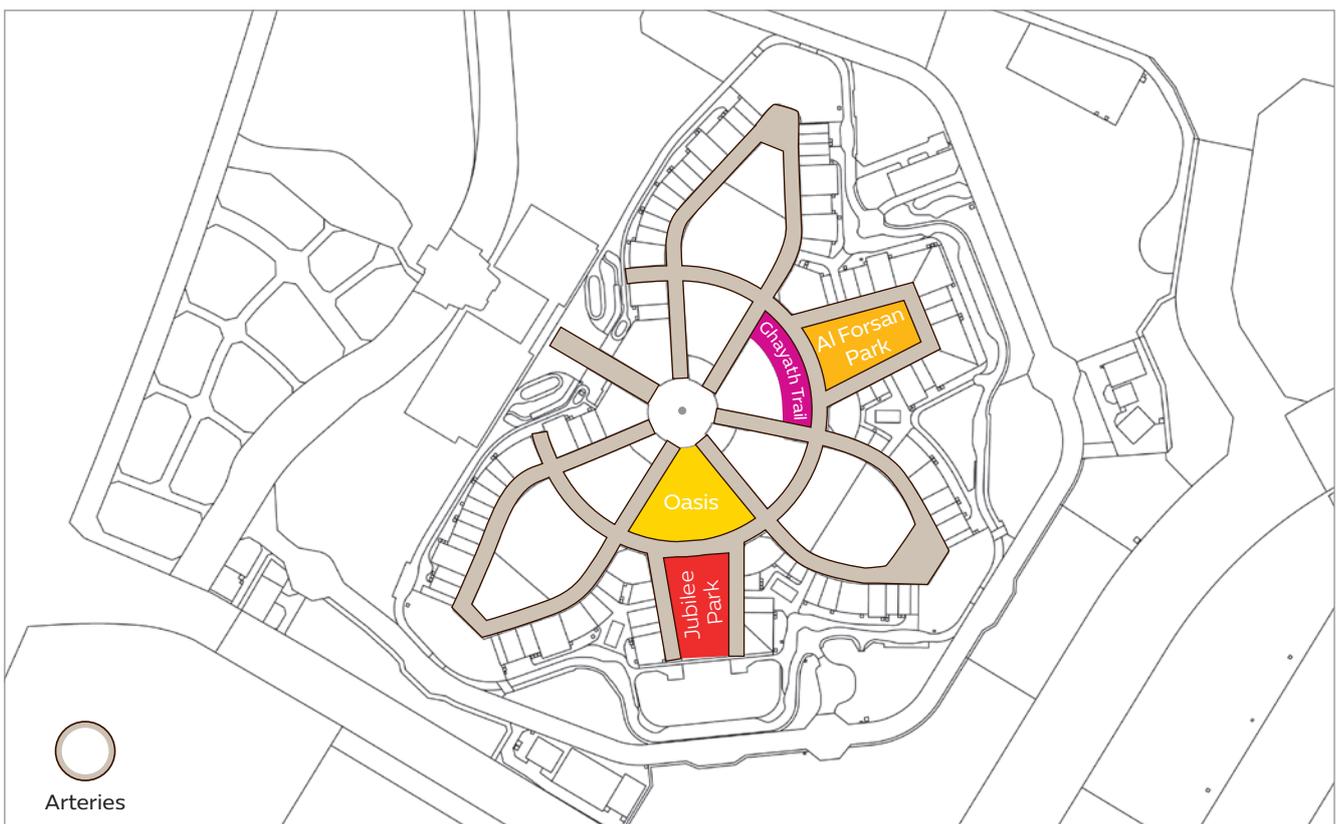
Figure 3.4 The Landmark Structures



The outer boundaries of the public realm are anchored by three landmark subtheme pavilions (see Figure 3.4), which act as visual markers at each of the three district entry points. These anchor points are connected to the centre

by a network of wide arteries, translated by the physical plan into primary concourses offering both formal and informal spaces for performances, showcases, and shows (see Figure 3.5).

Figure 3.5 The Arteries and the Public Realm



### 3.2 Performance Venues

The Expo 2020 performance venues provide participants with a variety of platforms for staging events and performances that embody the theme and subthemes. They also allow participants to engage with the visitor, enabling them to express aspects of their culture for the world to see.

Performance venues across the site include an indoor auditorium, large audience capacity parks, and a multitude of smaller and more intimate performance spaces through the themed districts and pavilions. The location of each performance venue is illustrated in Figure 3.6.

Each venue has been designed and equipped with the latest acoustic and lighting production technology to support participants in the delivery of exceptional performances, shows, and events. More details are provided in Section 3.5.

A Main Production Compound (MPC) is also located onsite, adjacent to the Dubai Exhibition Centre, and is the central hub from where events and performances across the Expo 2020 Dubai site will be managed and supported. It also includes a rehearsal space. More details are provided in Section 8.2.

### 3.3 Booking Events

The Organiser has lined up teams to support the planning and delivery of events and National Day celebrations onsite. However, the main point of contact for participants is their respective Country Manager who will be able to respond to enquiries and connect participants with relevant staff members when needed.

- G-04 As a first step, participants should share any programming ideas or proposals with their Country Managers to get initial advice on content, most suitable venue, and timing.
- G-05 Participants should aim to have a clear view of the content, as well as the technical and financial requirements related to the events they will undertake. Participants should only book their events once they have achieved a broad view of their programming strategy for the six-month period.
- C-01 Participants must not incorporate animals into their events and programming activities onsite.

Figure 3.6 Venue Locations



### 3.3.1 Event Booking System and Process

The Event Booking System (EBS) is a tool designed to select venues for events on the Expo 2020 Dubai site and is supported by the Master Event Calendar (see Section 4.1.1). It also underlines the process of reviewing events onsite and helps the Organiser to support the programming of participants. Through this system, all events proposed by participants using the Organiser's venues will go through a content and technical review. This allows for the Organiser to recommend the best venue for participants regarding their events.

The EBS will also feed all marketing outlets (see Section 6.1) so that participant events are well promoted onsite and beyond. This will ensure that the events are well attended and have high visibility.

**C-02** Participants who are planning events in an Expo 2020 Dubai venue must submit an event request through the Manage Events option on the Participant Portal. Bookings are taken on a first come, first served basis. Participants must provide the necessary details, or a venue cannot be blocked. Booking a venue follows five easy steps:

- › **Participant Details:** Participant to fill in their contact details and name of the event.
- › **Venue Selection:** The venue selector will choose the most suitable options available for their programming needs. The participant can review the options available before making their final selection.
- › **Date and Time:** Multiple dates and times can be selected at this stage for repeat bookings of the same event. The large outdoor venues can be booked all day whilst the smaller venues generally operate on the basis of 30-minute programming slots. To enable the maximum number of opportunities for all the participants, there are some restrictions on the number of bookings that can be taken, and the booking system will advise accordingly of the maximum slots that are available.
- › **General Details:** The participant is required to provide some more information about their event so that the details can be reviewed by the Organiser.
- › **Submit Booking:** Following input of all requested information, the participant will have the opportunity to review their submission and make any final amendments before submitting.

After submitting the booking request in the EBS, the participant will receive an acknowledgment email containing a summary of their request. Within seven calendar days, the Organiser will either confirm the booking or, if not confirmed, provide feedback and guidance on resubmission (if applicable).

All venues outside of the DEC will be provided with a house provision of infrastructure and equipment (House Package). Details for each venue can be downloaded on the Participant Portal. Confirmed applications will be provided with the House Package and accompanying personnel without fees or charges. All DEC venues will have commercial rate cards for such technical services.

There is no deposit system in place to hold the participant booking.

**G-06** Participants should inform the Organiser of any cancellations or changes no later than 30 calendar days before the event is scheduled to take place.

**C-03** Participants must bear the costs associated with the fees (inclusive of related visas, government fees, travel, etc.) and appearance of the proposed performers, artists, and their accompanying specialist support staff.

Expo 2020 Dubai will be able to supply participants with rate cards for other special services such as catering, additional technical equipment, and third-party services if desired. More details are provided in Chapter 8.

### 3.3.2 Events in Participant Pavilions

**G-07** When organising events in their respective pavilions, participants should log the event into the Event Booking System accessible through the Participant Portal.

Participants will be able to choose if they want their event to be added to the public facing events calendar on the official Expo 2020 Dubai website, Official App, or other potential channels.

### 3.3.3 Third-Party Events in Expo Venues

Third-party event requests that come through participants can be handled in one of two ways:

- > The participant chooses to organize the event. In this case, the participant enters the request through the Participant Portal, following the same process as any other participant event.
- > Participants forward the request to the Organiser through their Country Managers or direct to the Programming team at [inquiry.programming@expo2020.ae](mailto:inquiry.programming@expo2020.ae). The event will go through the designated review process and if successful, will be managed like all other third-party events.

### 3.4 Events in Expo Venues

There is flexibility and variety in the performance venues across the site that allows for the widest range of performances and events to be held.

Every performance venue has unique characteristics such as scale, location, proximity to other Expo 2020 Dubai attractions, design, immediate acoustic and lighting environment, etc. This has also factored in the programming intent for the venues. For example, not all venues are suitable for music and theatre whilst some are. Some stages are large, whilst others are smaller and do not have the same infrastructure to support large performances.

Participants should also consider other factors when planning their events. For instance, open air outdoor venues may not have the same controlled environment as indoor venues due to possible light and noise intrusion, and thus the performance venues have been designed to accommodate most performance types without major changes required to technical equipment installed on the stage. All outdoor venues are subject to weather, and events are subject to cancellation based on inclement conditions. Various venues facilitate a number of event genres, as shown in Figure 3.7. The following section highlights the specific genres each venue can accommodate.

#### 3.4.1 Large Scale Outdoor Events

Participants who wish to organise large scale outdoor events with an expected audience in excess of 1000 persons should choose from the venues listed in Table 3.1.

##### 3.4.1.1 Jubilee Park Festival Stage

Located in the Jubilee Park, the Festival Stage offers the largest performance stage across the site with the adjoining grass area able to accommodate some 15,000 people standing or up to 7,500 seated. Should a performance or event require a seated arrangement, this can also be accommodated with the number of seats being subject to the nature of the performance and the seating layout planned.

Figure 3.7 Genres of Performances

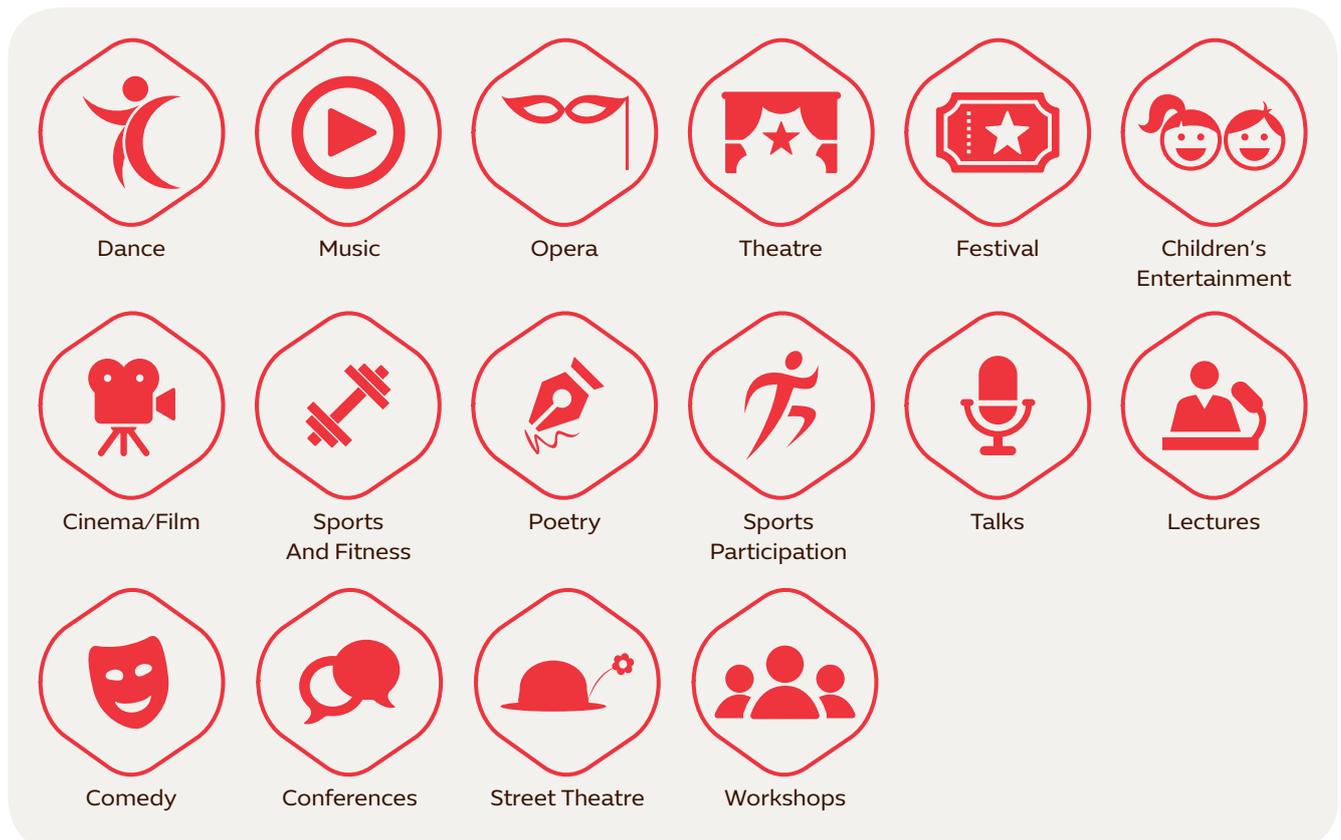


Table 3.1 Large scale Outdoor Venues

Venue Name	Stage Area	Performers / Cast (on stage at one time)	Audience Capacity	Suitable Performance Genres
Jubilee Stage	25m (w) x 20m (d) 500 sqm	From 1 to 20 + Performers	15,000 Standing 10,000 (Ticketed Event) 7,500 Seated	Dance, Music, Opera, Theatre, Festival, Children's Entertainment, Cinema/Film, Sports and Fitness Conducted From The Stage, Sports Participation, Talks, Lectures, Comedy.
Dubai Millennium Amphitheatre	20m (w) x 10m (d) 200 sqm	From 1 to 20 + Performers	4,000 Standing 2,500 Seated	

Jubilee Park can also be used for various types of off-stage events (e.g. participatory sporting events). Full production and technical support are provided (House Package only), and the Festival Stage has a back-of-house operational space, including green rooms and artist facilities.

#### 3.4.1.2 Dubai Millennium Amphitheatre

Al Forsan Park is a terraced park in the traditional sense with a focus on community and is anchored by a performance stage (Amphitheatre). It is a relaxing and casual space with good visibility and acoustics and is ideal for relaxation and picnicking. The Amphitheatre can also be a more intimate and connected space for cultural performances – informal or formal as required.

The Amphitheatre holds a standing audience of 4,000 or up to 2,500 seated. The Amphitheatre's stage also benefits from having a back-of-house operational space, including green rooms and artist facilities. Full production and technical support services are provided (House Package only).

#### 3.4.2 Indoor Events

Indoor performance venues are able to control the acoustic environment and prevent influence from outside light sources better than outside locations. One venue is

located in the Opportunity Pavilion and the other in the Sustainability Pavilion Auditorium. Refer to Table 3.2 for specifications on the Indoor Venues.

#### 3.4.3 District Stages (Outdoor)

These venues are designed to accommodate short performances that require little set up time for quick turnaround between shows. The District Stages are the soul of cultural performances in the public realm and are in the heart of each of the Mobility, Opportunity, and Sustainability Districts. The stages are designed for volume programming and repeatability and are best suited for the genres shown in Table 3.3. They are small, highly visible, and strategically situated in the hustle and bustle of high traffic areas.

The venues do not have a back-of-house area, but artist preparation facilities are located adjacent to multilateral pavilions, where designated staff will assist with scheduling, artist preparation, and coordination. The stages have a full range of lighting, audio-visual equipment, and control systems installed (House Package only) to ensure performances are delivered to the highest standard. Table 3.3 gives an overview of the different stages.

Table 3.2 Indoor Venues

Venue Name	Stage Area	Performers / Cast (on stage at one time)	Audience Capacity	Suitable Performance Genres
Opportunity Pavilion Co-creation Space	50 sqm	From 1 to 9 Performers	135 Seated	Dance, Music, Children's Entertainment, Cinema/Film, Workshops, Talks, Lectures, Comedy.
Sustainability Pavilion Auditorium	78 sqm	From 1 to 9 Performers	186 Seated	Dance, Music, Theatre, Children's Entertainment, Cinema/Film, Workshops, Talks, Lectures, Comedy.

Table 3.3 District Stages

Venue Name	Stage Area	Performers / Cast (on stage at one time)	Audience Capacity	Suitable Performance Genres
Sea Stage (Sustainability District)	12.8m (w) x 7m at apex (d) 50 sqm	From 1 to 19 Performers	350 Standing 175 Seated	Dance, Music, Opera, Theatre, Festival, Children's Entertainment, Cinema/Film, Sports And Fitness Conducted From The Stage, Poetry, Talks, Lectures, Comedy, Street Theatre.
Sun Stage (Opportunity District)	9m (w) x 6.5m (d) 53 sqm	From 1 to 19 Performers	330 Standing 210 Seated	
Earth Stage (Mobility District)	8m (w) x 5m (d) 51.2 sqm	From 1 to 19 Performers	330 Standing 210 Seated	

### 3.4.4 Performance Spaces

'Performance spaces' are classified as fixed or variable and are situated within the Thematic Pavilions, surrounding landscape, and public realm. They have not been designed specifically as a dedicated performance venue but have been established to manage crowds and queues by providing on-demand entertainment. They allow for manageable and smaller events to be held that do not require a high level of technical equipment to hold such performances.

The spaces accommodate smaller events of a seemingly more intimate and spontaneous nature, with short performance times, as well as smaller and targeted audiences. Performances using this type of space would

include small musical and theatrical performances, interactive audience activities, topical discussions, demonstrations, and group engagement.

Mobile and 'pop up' entertainment at performance spaces can be setup throughout the arrivals and welcome plazas, as well as concourses. Production support is provided to these spaces by means of a range of fast activation technical equipment, deployed ahead of the performance, and then removed thereafter, allowing the space to return to the original use. There are no permanent technical and staging capabilities in place.

The spaces and the genres of performances suitable across the site are shown in Table 3.4.

Table 3.4 Performance Spaces

Venue Name	Stage Area	Performers / Cast (on stage at one time)	Audience Capacity	Suitable Performance Genres
The Campfire	25 sqm	1-9 Performers	150 Standing	Dance, Music, Festival, Children's Entertainment, Poetry, Workshops, Talks, Lectures, Comedy, Street Theatre
Al Forsan Park	3560 sqm	Open Public Area	5000 People	Dance, Music, Opera, Theatre, Festival, Children's Entertainment, Cinema/Film, Poetry, Sports Participation, Culinary, Street Theatre
Mobility Pavilion the Bowl	50 sqm	1-9 Performers	260 Seated	Music, Children's Entertainment, Street Theatre
Mobility Pavilion Stage Area	50 sqm	1-9 Performers	220 Seated	Music, Children's Entertainment, Sports and Fitness conducted from stage, Workshops
Mobility Pavilion the Track	50 sqm	1-9 Performers	350 Standing	Music, Children's Entertainment, Sports and Fitness conducted from stage, Street Theatre
Opportunity Pavilion Amphitheatre	50 sqm	1-9 Performers	100 Seated	Dance, Music, Children's Entertainment, Cinema/film, Workshops, Talks, Lectures, Comedy, Culinary, Street Theatre
Sustainability Pavilion North Performance Hub	50 sqm	1-9 Performers	160 Standing	Dance, Music, Children's Entertainment, Poetry, Workshops, Talks, Lectures, Comedy, Culinary, Street Theatre
Sustainability Pavilion South Performance Hub	50 sqm	1-9 Performers	160 Standing	Dance, Music, Children's Entertainment, Poetry, Workshops, Talks, Lectures, Comedy, Culinary, Street Theatre
Sustainability District Group Interaction Space	50 sqm	1-9 Performers	120 Standing	Dance, Music, Children's Entertainment, Poetry, Workshops, Talks, Lectures, Comedy, Culinary, Street Theatre

## 3.5 Technical Specifications

### 3.5.1 Performance Venues

The Organiser is providing production and technical services free of charge (House Package) to participants at all the venues with the exception of the DEC where rate card charges apply. These services range from on stage lighting and production control systems and engineers through to artist liaison, the movement of artists, crew, and equipment between the MPC and the point of performance, as well as scheduling. Participants can access the detailed technical specifications of all performance venues on the Participant Portal.

The Organiser is offering services and technical equipment to participants who may require additional support beyond the House Package. This service is available at the participant's expense and is offered by third-party service providers. A rate card detailing the costs of such services and equipment will be available on the Participant Portal in Q3 2019 for participants to view.

To support the production of performances and events, the Organiser has a dedicated Production and Delivery Team comprising of experienced production and stage managers, lighting and sound technicians, and stage engineering resources. The Production and Delivery Team will be on hand in each venue to provide a seamless House Package production and delivery service.

The venues utilise the latest technology in stage engineering, production, lighting, and audio-visual systems and integration and are purposed with providing a staging performance platform that gives show producers and production companies the best platform for the expression of creativity, culture, and talent. Each venue has an engineered sprung floor stage system with a covered roof. Truss systems with rigging and controls will accommodate the suspension of flown technical sound and lighting equipment. Details on the equipment are shown in Table 3.5.

Table 3.5 Technical Sound and Lighting Equipment

Production Lighting	
Lighting Console	High quality show control consoles will be provided with remote backups, capable of acting in sync or independently. Suitable accessories such as displays, remotes, and laptops will also be provided.
Luminaires	A suitable lighting rig of high-quality, well-known luminaires will be provided. The rig will be designed for flexible use, meeting most needs of large music and other events. There will be a combination of rigged and floor luminaires. The rig will include footlights, blinders, moving head beams, moving head spots, and will make use of a ground control followspot system.
Lighting Distribution Boards / Dimmers	Electrical isolation boards will be provided. Specialist electrical contractors will provide and install distribution boards in a suitable Ingress Protection rated enclosure for further distribution of these power supplies. Local distribution for production lighting equipment will be from touring dimmer/switch racks. These will be Digital Multiplex (DMX) controllable and provide feedback via Remote Device Management (RDM).
Rigging and Staging	
Rigging and Staging	A variety of lifting equipment over defined load rated points will be available within the stage area. A suitable selection of rigging accessories will also be provided. This will allow flexible use of the stage and rigged elements.
Sound and Communication	
Front Of House Console, Public Address System (PA), and Accessories	High-end industry standard digital mixing consoles, house microphones, and a PA system will be provided with modular stage boxes, operating over dual redundant fiber cabling.
Stage Monitoring	Performers will have the flexibility and personal preference over a range of monitoring equipment. These will include in-ear monitors comprising of eight channels, high-end tour-grade wireless personal monitors with eight body pack receivers and sound isolating in-ear headphones, as well as independently controlled industry standard speaker output audio systems.
Communications, Wireless Microphones, and Accessories	Eight channels of high-end digital wireless receivers with Radio Frequency spectrum management and real-time control of transmitter settings will be provided. A five-channel, full-duplex digital wireless intercom system will be provided together with associated equipment, such as strategic antennas, wireless belt packs, and headsets.
Visual Imaging	
Light Emitting Diode (LED) Screens, Hardware, and Rigging Accessories	Provision is made for video walls to the rear and sides of the performance area. This will be of high quality for the greatest image reproduction. An appropriate control system will be provided to compliment the above. The system will be capable of live control of pre-loaded content and live video input when configured. Leyard CLI or equivalent.
DMX Lighting Consoles	Avolites Arena or equivalent.
Media Servers	Avolites R4 or equivalent.

### 3.5.2 Performance Spaces

For performance spaces, the Organiser is offering a 'fast activation' kit comprising of a range of technical and audio-visual components, including the technical manpower to install the required equipment to support events. The equipment is put in place upon confirmation of an event and the approval of the required technical specification. The equipment will be removed immediately after the event/performance is over.

Any additional services and technical equipment which a participant may require outside of those provided by the Organiser or beyond the specification of the fast activation kit, in the production and delivery of an event, are available at the participant's expense from third-party service providers.

The Organiser will publish the details of the technical equipment provided to participants at no charge and will also make available the rate card with information on the equipment/providers that can be obtained for an additional cost by Q3 2019.

### 3.6 Dubai Exhibition Centre

The Dubai Exhibition Centre (DEC) will be a substantial addition to the UAE's venue landscape and will host a number of world-class events during Expo 2020 Dubai and beyond. The DEC offers over 45,000 sqm of flat pillarless versatile floor space divided between a North Campus (17,000 sqm) and a South Campus (28,000 sqm) along with 24 meeting rooms, 4 suites, and over 10,000 sqm of concourse space. With 9 exhibition halls in DEC South, and 5 multi-purpose halls in the North, the venue is able to accommodate a wide range of creative and bespoke event set ups (see Figure 3.8 and 3.9).

The DEC features the latest technology onsite, including catering facilities, best-in-class audio/visual and telecommunication facilities, and more. The DEC account and venue planners will work with participants from the enquiry stage right through to the event delivery stage and beyond ensuring a seamless process that will deliver exceptional results. This is aided by the Organiser's relationship with Dubai World Trade Centre who is the venue operator and brings forty years of experience delivering events within the UAE; further enhancing the unique proposition the DEC offers as a performance or programming venue.

Due to it being a closed venue outside the ticketed perimeter of the site, the DEC provides the opportunity for participants and their third-party counterparts (e.g., private sector sponsors) to host their events without the constraint of commercial branding restrictions. The guidelines that govern the marketing and branding of products and events in the DEC are available on the Brand Portal.

With the DEC being the prime indoor venue for audiences of all sizes, the flexible nature of the DEC makes this an ideal location for participants and their sponsors/partners to host events during Expo 2020 Dubai.

The DEC can accommodate a variety of layouts to support participants ranging from small meetings, seminars, and workshops to conferences, exhibitions, and summits, as well as National Day celebrations, gala dinners, and even ticketed events such as concerts and cultural performances.

Figure 3.8 Dubai Exhibition Centre



Commercial rates apply for hosting events in the DEC. The associated cost will depend on the specific event requirements such as venue size, audience size, duration of hire, Food and Beverage preferences, as well as wider products and services; however, for non-customised event options, the DEC will offer standardised house packages. The rate cards for these are available on the Participant Portal.

Participants looking to host a customised conference, exhibition, or live performance, will need to submit a detailed event brief through the Participant Portal to receive a bespoke event proposal outlining all associated costs. The event brief request form is available on the Participant Portal. Once the proposal is agreed upon, an event contract will be provided for both parties to sign, which will include the payment terms and cancellation policy.

A leasing toolkit, DEC Organiser manual, and the standardised packages will be made available on the Participant Portal by September 2019 to support participants who are interested in the DEC and for planning purposes. It is important to note that the space within the DEC is not reserved for participants ahead of direct bookings. Therefore, availability is on a first come, first served basis for qualifying events.

**G-08** The DEC is the only venue available to be booked directly by non-affiliated third parties. The demand will be high, and participants should confirm any events within the DEC at the earliest opportunity.

### 3.6.1 Booking Events in the Dubai Exhibition Centre

The Organiser will work with participants throughout the entire event lifecycle to ensure that there is a seamless process in place for events held at the DEC (see Figure 3.10). Following the initial enquiry being raised via the Participant Portal, an Account Manager will work with participants to understand the event requirements, as well as to provide recommendations as to which venue works best and what services are required to deliver an exceptional event.

Figure 3.9 Dubai Exhibition Centre (Indoor)

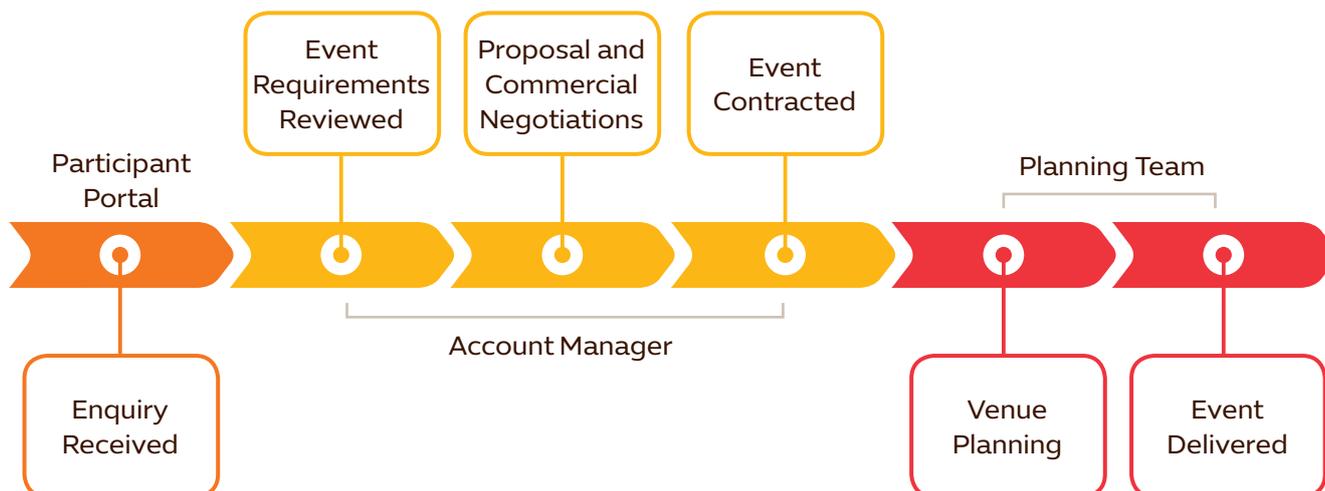


The information provided will support Account Managers' efforts to develop a commercial proposal before moving onto the event contracting stage. Once contracted, a venue planner will be assigned to lead all venue planning elements of the event and will work with participants until their event has been delivered. Participants are responsible for coordinating and managing the event.

Venue planners facilitate the provision of exclusive services offered by the Organiser such as F&B and can assist with non-exclusive services such as Audio Visual (AV), lighting, seating, exhibition management, etc. using the rate card of preferred service providers. House Package rate cards will be made accessible on the Participant Portal.

Participants are responsible for the management and coordination of their chosen service providers for non-exclusive services. F&B, Cleaning and Waste, Traffic & Transport Management, Mechanical, Electrical and Plumbing (MEP) services, primary rigging, and security are exclusive services. Whilst account managers are not involved in the planning and delivery phases, they are available at any time throughout the process to ensure participants are provided an exceptional level of service and events are delivered as per the participant's requirements.

Figure 3.10 Overview of Booking Events in Dubai Exhibition Centre



The background of the page is a textured wall with a grid pattern, possibly made of stone or brick. A large, bright yellow abstract shape is positioned in the upper left quadrant. The text is centered within this yellow shape.

4 ∴ Programming at  
Expo 2020 Dubai



The Master Event Calendar allows the Organiser to capitalise on valuable opportunities for collaboration and co-creation and brings together a comprehensive and well-balanced program that is fundamental to staging an exceptional Expo.

Events and live programming provide exciting platforms for delivering content onsite. They complement the active learning that visitors engage in at the pavilions by extending it into fun and interactive programming in the public realm. In between pavilion visits, visitors can relax in a park while enjoying a musical performance, be wowed by mobile entertainers as they queue, observe a cultural extravaganza during a National Day celebration or take part in a global culinary journey that delights the senses.

#### 4.1 Expo-led Programming

The Organiser will produce and deliver programme content across different venues and spaces from 20 October 2020 to 10 April 2021. Expo-led programming will activate purpose-built venues and public spaces, ensuring the site exudes a vibrant, creative, and culturally rich energy across the entire 173 days.

Programming categories identified by the Organiser include:

- › Mobile entertainment (e.g., pop-up entertainers, music, street performers, and flash mobs).
- › Live performances (e.g., cultural shows, dance, theatre, comedy, sports displays).
- › Music concerts and festivals (e.g., pop, classical, world music, DJ sets).
- › Participatory and spectator events (e.g., workshops, masterclasses, tastings, meet and greets, dining experiences, sports events, demonstrations, talks, Q&As, seminars).
- › Business programming (e.g., expert talks, speaker series, documentary and film nights).
- › National Day programming.
- › Substantive Programming - closed-door and open-to-public seminars, conferences, and forums feeding the nine thematic weeks, International and Special Days.

There are many opportunities for participants to contribute to Expo-led programmes, for example, during Special Days, International Days, and thematic focus weeks.

**G-09** Participants should partake in opportunities to showcase their respective cultures and offer a diverse, rich, and authentic visitor-centric programming calendar.

## 4.1.1 Master Event Calendar

Expo-led programming is supported by the MEC, a central resource that acts as a planning, communication, and operations mechanism for events at Expo 2020 Dubai.

The MEC serves as a central repository of all events and activities taking place across the site over the 173 days of the Expo. By integrating programming from a wide-range of relevant stakeholders, the MEC assists the Organiser in identifying valuable opportunities for collaboration and co-creation, as well as seamless production and delivery support.

The MEC will include events led by the Organiser, participants, and other contributors and reflect special days such as UAE National Day, Diwali, Christmas, New Year's Eve, Chinese New Year, and International Women's Day. It will also allow for international observed days such as World Cities Day, Universal Children's Day, World Water Day, and UAE public holidays (e.g., Commemoration Day) that might inform the theme of events at Expo 2020 Dubai. Participants will have access to the confirmed events on the MEC through the Participant Portal.

## 4.1.2 Al Wasl Plaza Programming

Al Wasl Plaza stands at the heart of the world's greatest celebration. It is host to Expo 2020's spectacular opening and closing ceremony and shall host a number of special events, including National Days, signature performances, as well as a natural flow of content designed to inspire and excite as well as encourage reflection.

In the daylight, the plaza is a garden of endless discoveries – a living mosaic of voices, music, art, and performances from around the world with magical moments for children and families.

After sunset, the trellis awakens as an illuminated canvas against the night sky, capturing the imagination of visitors as it tells stories from the Arab region, the natural world, the cosmos, and humanity's quest for a better future.

## 4.1.3 Thematic Pavilions

The Mobility, Opportunity, and Sustainability Pavilions are three of the four main gateways into the Secure Site. Located within the Mobility, Opportunity, and Sustainability districts, the pavilions serve an important role in orienting visitors and setting first impressions which are designed to be recognisable and memorable features within the Expo 2020 Dubai Masterplan.

Programming and events, unique to each thematic district, will complement the exciting educational exhibits that are on display for visitors.

**G-10** Participants who wish to host an event in the Thematic Pavilions should propose thematically relevant events and book the available spaces in EBS.

### 4.1.3.1 Mobility

The main exhibition within the Mobility Pavilion tells the story of the movement of people, goods and services, data and ideas, and social mobility. It will highlight the timelessness of mobility from mankind's earliest ancestors through to present day needs and future aspirations. All the while, it will explore themes such as human creativity, endurance, and technology, with the final strand focusing on the prominent role of the Emirates and its impact on global mobility.

Programming in the Mobility Pavilion aims to offer engaging and entertaining events for every person who visits, from workshops such as build-your-own-robot or rocket, to demos of the latest gadgets. The pavilion's programming aims to provide something for everyone, whether they are adrenaline-junkies or those seeking meaningful contemplation. Pop-up and temporary exhibitions will dig deeper into specific topics such as women in mobility, inventions during the golden era of Islamic innovation, cartography, and autonomous mobility. Relevant events include demonstrations, workshops, performances and conferences, and temporary/pop-up exhibitions.

### 4.1.3.2 Opportunity

The main exhibition within the Opportunity Pavilion intends to create an experience that will enable visitors to realise the important role that they can play in human development through their actions and how they can be empowered to take those necessary actions to thrive and impact their communities using the right tools. The experience is based on a series of moments that will challenge the visitor's thinking on issues related to the basic needs of water, food, and energy by simulating the environments of real-life individuals who are agents of change within their own communities. Visitors exploring the Opportunity Pavilion will be asked to join a mission to unlock different sections of the experience which ends in the realisation that individual and collective actions can lead to a better world.

To complement the exhibition, the Opportunity Pavilion will offer programmes in partnership with key stakeholders to promote the 17 Sustainable Development Goals (SDGs) by highlighting the power of the individual, awakening consciousness, and empowering the visitor to be an agent of change. Through the development goals, the visitors will explore what opportunity looks, sounds, smells, tastes, and feels like through arts, culture, sports, business, innovation, technology, wellness, and gastronomy. Relevant events in the Opportunity Pavilion are demonstrations, workshops, and performances.

### 4.1.3.3 Sustainability

The exhibitions within the Sustainability Pavilion aim to take the visitor on an adventure that combines humor, excitement, wonder, and reflection. The pavilion provokes visitors to think and feel ‘sustainability’; with visitors being challenged to imagine what a better world looks like. The experiences are based on storytelling; hence, a strong narrative runs through all experiences. The exhibit areas are imagined as theatre sets with everything being underpinned by science. The focus on planetary boundaries and human health form a wider scientific framework that seeks to place the pavilion as a place of serious scientific discovery, as well as offering visitors’ entertainment and storytelling experiences.

As with the Expo 2020 Dubai site-wide visitor journey, programming at the Sustainability Pavilion aims to offer engaging and entertaining events for every person who visits. This necessitates a broad range of events which carry a common message to visitors: we must all work together to rebalance our relationship with the natural world.

Programming personalises issues to encourage self-reflection, self-awareness, and empathy. As with the entire pavilion journey, storytelling highlights the diversity of

perspectives, including geographic locations, cultures, industries, gender, and belief systems. By addressing individual responsibility, visitors are encouraged to formulate immediate, impactful, action-based solutions. Innovation and inventions are highlighted to emphasise the role of technology, creativity, and entrepreneurship and thus inspire visitors. By providing an opportunity for cross-pollination, the pavilion brings minds and ideas together. Thematically relevant events include, but are not limited to mobile entertainment, live performances, participatory workshops, and spectator demonstrations and talks.

### 4.1.4 International Days

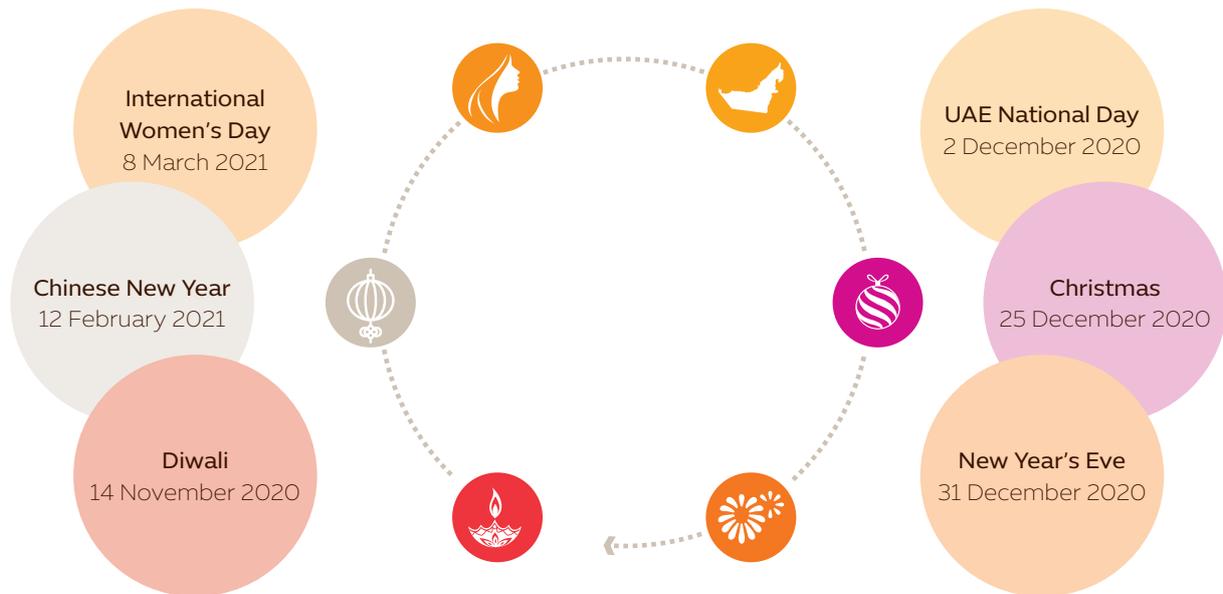
International days at Expo 2020 Dubai are an exciting way of engaging visitors on the themes and cross-cutting global issues that matter to humanity. Using the framework of the United Nations’ international days, the Organiser has identified numerous days/themes to celebrate. An overview of the international days is illustrated in Figure 4.1.

Figure 4.1 International Days



\* Curated by the United Nations

Figure 4.2 Special Days



The celebration of international days is substantive and impactful, but also engaging. The Organiser is working with multi-lateral, regional, and local organisations and foundations; as well as research centres, academic institutions, the private sector, and participants to commemorate the themes of international days in a distinct and unique manner.

Given the international nature of the themes, participants are invited to support the Organiser in marking these days by sharing specific initiatives, whether in the form of thought leadership, special events such as summits, discussion groups, parades, simulations, concerts, gaming events etc. For more information on the commemoration of the international days at Expo 2020 and how they can champion and bring themes that are important to them on the Expo 2020 site, participants are encouraged to liaise with their respective country managers.

**G-11** Participants should champion themes that are important to them as well as share innovative and creative ideas on how to bring these themes to life across the Expo 2020 Dubai site.

#### 4.1.5 Special Days

Expo 2020 Dubai coincides with a lively calendar of local events and several key international festivals/holidays that reflect the diversity of expected visitors. Special days will be celebrated onsite with a special programme of entertainment on display across the entire site. An overview of the special days is illustrated in Figure 4.2.

#### 4.1.6 Substantive Programming

The Organiser is spearheading a 'Substantive Programme,' which will be devised and implemented with selected partners, including Official and Non-Official Participants, commercial partners and other stakeholders, and be activated across the Expo site. The Substantive Programme will be organised in accordance with thematic weeks identified by the Organiser, which will bring to life the Expo 2020 Dubai theme and programming narrative for visitors. Thematic weeks are not meant to be prescriptive, but rather aim to provide a creative stimulus for overall substantive programming between the Organiser and participants, as well as facilitate co-creation and coordination. Thematic week inspired events could take several formats, such as business summits or inspirational talks, government events, cultural or artistic performances, co-curated participant events, or third-party Meetings, Incentives, Conferencing and Exhibitions (MICE) events.

Thematic weeks help the Organiser and participants develop substantive programming and assists participants in planning itineraries for their national delegation visits. To support programming endeavours, the Organiser has shared with participants the International Participants Programming Tool which is accessible on the Participant Portal.

The nine thematic weeks are shown in Figure 4.3.

Figure 4.3 Thematic Weeks



**G-12** Participants should explore opportunities for substantive programming that align with the nine thematic weeks, either individually, in collaboration with other participants, and/or with the Organiser through arranging events, including but not limited to mobile entertainment, live performances, participatory workshops, spectator demonstrations, and talks.

#### 4.1.7 Business Programming

Programming at Expo 2020 Dubai will also leverage Dubai’s existing reputation as a convening power and global hub for business and trade. Business programming will feature a range of engaging events, including summits, conferences and exhibitions, seminars, workshops, and business meetings. This will be enhanced by curated journeys for business visitors and hosted networking opportunities. The events will cover a broad range of topics and industries, focusing on future facing content and global trends, aligned with Expo 2020 Dubai’s subthemes, the focus weeks, and the interests of the participating nations. Some of these events may create opportunities for participants to showcase the business prospects of their nations to a wider global audience. Further details on the business programming calendar will be circulated periodically on the Participant Portal.

**G-13** Participants should host their own thematically relevant business events throughout the 173 days at the Dubai Exhibition Centre, as an extension to Expo 2020 Dubai’s curated programming.

**G-14** Participants who are interested in being part of Expo 2020 Dubai’s business events should reach out to their respective Country Managers once the details are communicated.

#### 4.1.8 World Majlis

The World Majlis is Expo 2020 Dubai’s signature thought leadership platform for ‘Connecting Minds.’ It is uniquely diverse and inclusive by welcoming voices across cultures, sectors, and generations and is committed to creating a better future for all. Each Majlis will bring together twenty current and aspiring thought leaders alongside future leaders to discuss issues of relevance.

The Organiser is planning to host up to 50 World Majlis sessions during Expo 2020 Dubai that focuses on designing the future. With humanity at the core, World Majlis sessions will explore topics of people, technology, planet, and cities. The individual sessions will lead to a final summit held in April 2021.

Participants will be invited to collaborate with the Organiser in co-curating several World Majlis conversations during the six months of the event. Through the World Majlis, the Organiser hopes to create a truly global dialogue that tackles some of the most important topics of our times from the perspective of the different countries and other stakeholders represented at Expo 2020 Dubai, generating a true blend of ideas.

Interested participants will be invited to submit proposals for co-curating a World Majlis or nominating thought leaders to the Organiser. Details on proposal submission will be communicated through the Participant Portal by November 2019.

#### 4.1.9 Expo Live

Expo Live is the innovation and partnership programme launched by Expo 2020 Dubai to make a lasting social impact by dedicating a USD 100 million fund to accelerating and promoting creative solutions that

improve lives while preserving our planet. Expo Live will harness the convening power of a World Expo to demonstrate how innovations coming from all places and people can advance the pace of progress and inspire a more inclusive and prosperous future. Beyond granting social and environmental innovations, Expo Live's mandate, under its Exposure programme, is to promote and showcase the awarded projects in the lead up, during, and after Expo 2020 Dubai.

Grantees, known as Global Innovators, are recognised as the 'heroes' in their communities, hence are celebrated for looking after others by solving problems worth solving. The Expo Live Exposure program provides successful Global Innovators the opportunity to showcase their solutions and their social and environmental impact through inspirational content in line with the Organiser's themes and values, but also aligns with countries themes and key topics where matchmaking or cross-pollination is relevant.

Liaisons on Expo Live and countries co-curated content and programming will be coordinated with the support of participants and communicated through Country Managers and the Expo Live team on behalf of the Global Innovators.

Through a form filled by participants, Expo Live will gather and pair the content and programming of countries with the Global Innovators. Expo Live will align topics and objectives before committing the content and programming type and format to a place and time. This process is illustrated in Figure 4.4

**C-04** Once the pairing and co-curating of content and programming are mutually agreed upon by countries and Global Innovators, participants must sign a commitment agreement ahead of moving to the execution phase, all of which will be coordinated by Country Managers.

#### 4.1.10 School Programme

The Expo School Programme engages with school students and educators across the UAE to ensure that they are part of the journey in preparing for Expo 2020 Dubai. Therefore, the Organiser has launched various outreach programmes such as the Expo 2020 Visitor Centre, Expo Young Innovators, School Leaders Forum, Educator/teacher workshops, etc. As part of the School Programme's mandate, the team also ensures that schools start planning for their visits to the Expo site. The School Programme team works closely with various departments at Expo 2020 Dubai to ensure that both content and operational aspects of students' journeys and experiences on site are safe, seamless, and meaningful.

During Expo 2020 Dubai, the School Programme will offer guided curated journeys for students from kindergarten to grade twelve. During the school terms days, which includes approximately 90 days during Expo 2020 Dubai, it is expected to have over 9,500 school children in each of the three districts. Each smaller group will have a tour guide that will take them through their pre-determined journey. As a part of this curated journey, students will have allocated time to stop at one or several participant pavilions depending on their age, time, etc. Depending on the age group, journeys will range between two and four hours.

Figure 4.4 Expo Live



Participants that have exciting content, experiences, and events that are relevant to school students and wish to be included in the School Programme’s curated journeys can fill out the Expression of Interest Form available on the Participant Portal. After submitting the document, the Organiser will contact the participant and share more detailed information about the programme, guidelines, and requirements.

#### 4.1.11 Parade

The daily parade will bring to life the notion of Expo 2020 Dubai as a global celebration of connection, collaboration, innovation, and culture. It will present a unique mobile entertainment platform that brings the site to life with floats and performers, combined with motion, music, colour, and light.

The parade will feature exciting mobile displays with novel, avant-gardist, and contemporary scenic designs relating to Expo 2020 Dubai’s theme and sub-themes. The parade will be designed and executed by the Organiser.

The final route and timings of the parade will be announced before the end of 2019 on the Participant Portal.

## 4.2 Participants’ Programming

The Organiser invites participants to be part of the larger Expo 2020 Dubai story by engaging with Expo-led programming. Early preparation allows for the seamless planning, coordination, and marketing of events and will ensure that the right event is scheduled at the right time and placed in the right venue. Country Managers are available to discuss ideas, offer advice and support, as well as to make recommendations on how to move forward with planning.

Early planning also allows the Organiser to strike the right balance for types of events onsite so that visitors are exposed to a wide variety and optimal density of programming. In doing so, participants should keep in mind the following considerations:

- G-15** Participants should contribute to programming onsite and align their events with the Expo 2020 Dubai calendar and programming categories.
- G-16** Participants should begin planning their events, including National Days, as early as possible.
- G-17** Participants should consider cross-country programming, in which participants with similar interests join forces in staging shared events. This will not only reinforce the message of ‘Connecting Minds, Creating the Future,’ but will also cultivate new relationships and foster new partnerships.
- G-18** Participants are advised that clothing and costumes for performances should be considered modest in design and application.
- C-05** Participants are requested to ensure broadcast and photographic coverage is allowed and maximised as part of all performer contracts. Should the Participant require guidance or assistance in this matter, please contact media.services@expo2020.ae
- C-06** Fundraising events or activities on the Expo 2020 Dubai site, including within participant pavilions, are not allowed. If a participant wishes to create a fundraising event/activity, they must only be staged in the DEC and follow the relevant UAE laws regarding fundraising.
- C-07** Participants must adhere to the branding and advertising restrictions outlined in Section 6.2 and that are in line with Special Regulation 9.



5 ∴ National Days





## National Days are a pillar of the Organiser's programming and represent a moment of celebration for participants.

Throughout the National Day Celebrations, the Organiser aims to promote the connection-driven philosophy of Expo 2020 Dubai by working closely with each participant to mark this important occasion and ensure a seamless delivery for all National Days.

This chapter will provide participants with an overview of the National Day Ceremony, onsite activities, and policies relating to National Day Branding.

An overview of the schedule of a National Day Ceremony is given in Table 5.1. On the occasion when one country celebrates its National Day, the ceremony takes place in the morning. On the occasion when two countries celebrate their National Day on the same day, an afternoon session is available.

Table 5.1 National Day Ceremony Schedule

Milestone	Morning	Afternoon	Location
Arrival of Dignitary's Delegation at VIP entrance of Expo Site	09:35	16:00	VIP Entry: Protocol Parking (DEC) or Helipad
Transfer of Delegation Principals to Leadership Pavilion	09:45	16:10	The rest of the attending guests in Al Wasl Plaza
Arrival of Delegation Principals to the Leadership Pavilion	09:50	16:15	Leadership Pavilion
Delegation Principals escorted from the Leadership Pavilion to Al Wasl Plaza	10:00	16:25	Al Wasl Plaza (Sunrise Plaza) adjacent to flag poles
Official Ceremony at Al Wasl Plaza commences	10:15	16:40	Al Wasl Plaza (Sunrise Plaza)
Flag raising and playing of National Anthems	10:15	16:40	
Official Speech by UAE Representative	10:25	16:50	
Official Speech by Dignitary of National Day Participant	10:30	16:55	
Cultural Folklore Performance	10:35	17:00	
Other Al Wasl Programming resumes	10:55	17:20	
Transfer to Participant Pavilion from Al Wasl Plaza	11:00	17:25	Participant Pavilion
Guided Tour of the Participant Pavilion and a Photo Opportunity	11:10	17:35	
Transfer to UAE Pavilion	11:35	18:00	Transfer
Guided Tour of the UAE Pavilion and a Photo Opportunity	11:45	18:10	UAE Pavilion
Transfer to the Leadership Pavilion	12:10	18:35	Leadership Pavilion
Bilateral meeting* between the Official Participants and the UAE	12:15	18:40	
Official Luncheon/Dinner in honour of the Participants' Head of Delegation hosted by UAE Representatives	12:50	19:15	
Signing of the Book of Honour and a Photo Opportunity	13:35	20:00	
Gift Exchange and a Photo Opportunity	13:40	20:05	
Transfer to the Expo Media Centre (EMC)*	13:45	20:10	Transfer
Media Conference*	13:55	20:20	Expo Media Centre (EMC), adjacent to Al Wasl Plaza
Departure of Delegation Principals	14:30	20:55	Leadership Pavilion

\*Optional

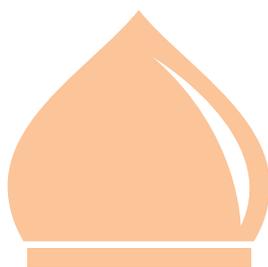


Table 5.2 Prayer Times\*

Date	20 Oct 2020	20 Nov 2020	20 Dec 2020	10 Jan 2021	10 Feb 2021	10 Mar 2021	10 Apr 2021
Fajr	05:02	05:19	05:37	05:44	05:39	05:17	04:43
Dhuhr	12:06	12:07	12:19	12:29	12:36	12:32	12:23
Asr	15:23	15:11	15:17	15:17	15:48	15:56	15:52
Maghrib	17:50	17:33	17:37	17:37	18:13	18:28	18:42
Isha	19:04	18:50	18:56	18:56	19:28	19:42	19:58

\*Prayer times for 2021 will be updated and distributed once published by the relevant UAE authority

National Day programmes will always include an appropriate slot for prayer time as shown in Table 5.2. The impact on the guest movements will be factored into National Day programmes as individually planned for specific dates.

Prayer room options include:

- › Participant Pavilion (GCC only)
- › UAE Pavilion
- › Operations Pavilions (7)
- › Leadership Pavilion
- › Multilateral Buildings (3)

Following the National Day Ceremony, participants are encouraged to continue their festivities at their pavilions and in bookable venues around the site. These additional activities will ensure maximum exposure for participants on their National Day.

## 5.1 National Day Ceremony

Official Delegations and guests will arrive at one of two locations at the Expo 2020 Dubai site: the VIP Parking or the Heliport.

Dignitary delegations will be received by the Expo 2020 Protocol Team, and the Delegation Principals will be escorted (by vehicle/buggy) to the Leadership Pavilion for the commencement of the National Day Ceremony. The rest of the attending delegations will be escorted by buggy to the Al Wasl Plaza to be in place for the commencement of the ceremony. Each principle guest will have a dedicated Protocol Liaison Officer escorting them across the Expo 2020 site.

### 5.1.1 Al Wasl Component of the Ceremony

The Al Wasl part of the National Day Ceremony will include the Global Awakening, flag raising ceremony, national anthems, dignitary speeches, and a cultural folklore performance.

The stage will be equipped with an Official Expo 2020 Dubai lectern (with audio capacity) for the speeches.

The National Day Ceremony space will measure 158 sqm and will have a total seating capacity for 300 guests. Official Participants will receive confirmation on seating arrangements from the Expo 2020 Protocol Team to their Commissioner General at least 24 hours in advance. All seating arrangements for National Day official activities will be managed by the Protocol Team:

**C-08** Any variation to this set-up must be requested through the Official National Day Attendees Form.

The rest of the Al Wasl Plaza will be available for participant guests and all Expo 2020 Dubai visitors.

#### 5.1.1.1 Global Awakening

National Day celebrations will start with the Global Awakening, a soundscape experience in Al Wasl Plaza comprised of a recording from a specific location in each country which will make visitors feel as though they are transported to that said place.

### 5.1.1.2 Flag Raising

The sequence of the flag raising is as follows and illustrated in Figure 5.2:

- > First flag: United Arab Emirates
- > Second flag: the participant nation's flag
- > Expo 2020 Dubai and BIE flags will already be raised

The participant's flag will remain hoisted for the duration of the National Day Ceremony. In the event of an afternoon ceremony, the national flag of the morning ceremony will be respectfully lowered and replaced prior to the commencement of the afternoon ceremony. Participants should provide flag details. Refer to Figure 5.4 for details.

### 5.1.1.3 National Anthems

The national anthem of the UAE and the participant will accompany the flag raising ceremony. National anthems will be a pre-recorded rendition. The technical requirements for the audio file will be shared by the Organiser at a later stage. Participants are responsible for providing a pre-recorded rendition.

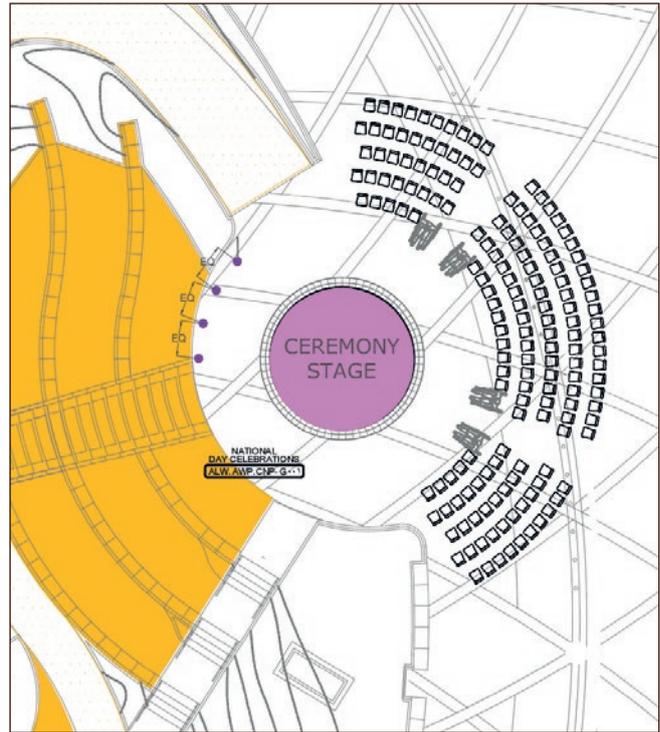
### 5.1.1.4 Official Speeches

Official speeches will commence with the welcome address of a Senior Official Representative of the UAE. The Senior Official Representative will be accompanied by the participant's Head of Delegation.

**C-09** Participant must submit their official speech 72 hours prior to the ceremony to Expo Protocol.

Professional simultaneous translation (headsets) for speeches will be available in the Official Participant language, English, French, and Arabic.

Figure 5.1 Ceremony Stage



### 5.1.1.5 Cultural Folklore Performance

As part of the Official National Day Ceremony, participants have the opportunity to host a cultural, folklore performance that best showcases their nation. The event is expected to last approximately 20 minutes. A sketch of the ceremony stage is illustrated in Figure 5.1.

### 5.1.2 Remainder of the Ceremony

The ceremony will be followed by tours of both the participant and UAE pavilions, an optional bilateral meeting, an official luncheon, and an optional media conference.

Figure 5.2 Flag Raising



### 5.1.2.1 Participant Pavilion Visit

Following the Al Wasl Plaza component of the National Day Ceremony, Official Delegations and guests will move by buggy (or by foot depending on distance/preference) to the participant pavilion for a tour, which will last approximately 25 minutes.

A photo opportunity will be available at the conclusion of the participant pavilion visit.

**C-10** The participant's pavilion director must communicate their National Day arrangements within their pavilion to their Country Manager 72 hours in advance of the event.

### 5.1.2.2 UAE Pavilion Visit

Following the participant pavilion visit, Official Delegations and their Official Guests will transfer by buggy (or by foot depending on distance/preference) to the UAE Pavilion for a tour, which will last approximately 25 minutes.

### 5.1.2.3 Bilateral Meeting

Upon completion of the UAE Pavilion visit, the Official Delegations will be accompanied to the Leadership Pavilion where the participant may opt to have a bilateral meeting between its delegation and UAE representatives. Simultaneous translation of the bilateral meeting is available upon request which should be indicated by participants (See Figure 5.4). The Commissioner General and Expo Protocol will confirm the official bilateral seating arrangements.

### 5.1.2.4 Official Luncheon

There will be a formal seated luncheon (dinner for evening ceremonies) for both Official Delegations which will accommodate the principal (Head of Delegation) along with a maximum number of 13 guests (from each delegation). Simultaneous translation is available upon request. Refer to Figure 5.4 for the required form to be filled.

A secondary official luncheon can be attended by the remainder of the delegation and guests, up to a maximum 50 persons per delegation. Expo Protocol will confirm the official luncheon seating arrangements.

### 5.1.2.5 Signing of the Book of Honour

The National Day will continue with the official signing of the Book of Honour, and a photo opportunity.

### 5.1.2.6 Gift Exchange

The Official Gift Exchange will take place following the Official Signing of the Book of Honour event.

**G-19** The gift value is set at approximately AED 2,000. The delegation's protocol officers should agree in advance on the nature of the gift to ensure both parties are aligned, and expectations are managed.

Following the gift exchange, a photo opportunity will be available for:

- › The two Heads of Delegation together.
- › The two Official Delegations together.
- › The two Official Delegations and their Official Guests together (optional).

### 5.1.2.7 Media Conference

Participants are encouraged to hold a media conference at the Expo Media Centre (EMC) located adjacent to Al Wasl Plaza. The media conference will be dedicated to presenting the delegations' principal and up to five additional delegation members. Refer to Figure 5.4 for the required form to be filled. The Organiser will ensure all accredited media onsite are aware of any media conferences.

**C-11** Media within a delegation must possess a media accreditation and will receive access privileges to the EMC. All other accredited delegation members required to attend the media conference at the EMC (as advised on the media conference delegation details list) will be issued a guest pass.

**C-12** Participants must submit media conference details for EMC-hosted media conferences at least one week prior to the event as well as confirmation of individuals requiring EMC guest passes.

**C-13** Participants must reconfirm their media conference 72 hours in advance of the date.

**G-20** To assist participants in their planning, participants should discuss conference content with the Organiser.

## 5.2 Representation

Attendees of National Day Ceremonies are divided into two categories, Official Delegations and Official Guests from the participant nation and the UAE.

**G-21** Participants should confirm the attendance of the highest possible ranking representatives of their country/organisation and include them as part of their Official Delegation on their National Day. High-ranking representatives may include:

- › Sovereign/Head of State
- › Royal Family Members
- › Head of Government
- › Minister of Foreign Affairs
- › Ministers
- › Ambassadors/Consul Generals

**C-14** Participants must note that only accredited members named and listed as Official Delegations, business delegations or Official Guests shall receive protocol treatment. Those not listed and confirmed via diplomatic or Expo 2020 channels will be considered a visitor and may only attend the National Day celebrations as a general ticketed spectator.

The Organiser will provide 400 free tickets to each participant for the National Day Celebration.

### 5.2.1 Official Delegations

The below constitute by default, the Official Delegation:

- › Head of Delegation
- › Commissioner General of Section
- › Deputy Commissioner General of Section

Names, roles, and titles of the Official Delegations will be confirmed by submission of the National Day Ceremonies Official Attendees Form.

### 5.2.2 Official Guests

Both the UAE and the participant are entitled to an equivalent number of Official Guests per delegation for the National Day Ceremonies. The Organiser will provide the maximum numbers at a later stage.

**G-22** Participants should include business delegations within the Official Guest category.

Official Guests are entitled to the following:

- › Accompanying their Official Delegation during the National Day Ceremony.
- › A dedicated seat during the National Day Ceremony in the restricted area.
- › Inclusion in the official photo.
- › Attending the official luncheon/dinner. (see Section 5.1.2.6)

### 5.2.3 Protocol Liaison

Each Official Delegation (host and participant) will be assigned Protocol Liaison Officers. Refer to Figure 5.3 for the required form to be filled.

### 5.2.4 Media Liaison

Each Official Delegation (host and participant) should assign a Media Liaison Officer. See Figure 5.3 for the required form to be filled.

**G-23** Participants should nominate the same Media Liaison for event time and National Days.

## 5.2.5 Security Support

**C-15** Participants must appoint a Security Officer. The Security Officer will be the point of contact in relation to security matters between the participant and the Organiser. The participant should share the name and contact details of the security officer with the organiser to ensure successful communication. Refer to Figure 5.3 for the required form to be filled.

### 5.2.5.1 VIP Security

VIP delegations will be categorised under two security groups:

- › Guests that will be fully independent with their own security and will only require accessibility and support from the Organiser's security team. Delegations that will be fully independent and would not require the Organiser's security services will only require liaising. However, in order to avoid conflict, all planned site visits and movements should be shared in advance.
- › Guests that will require the Organiser's security services and support.

**C-16** All delegations requiring security details to undertake any form of weapon carriage (concealed or otherwise) must be in strict adherence with the UAE Ministry of Foreign Affairs (MOFA) rules and regulations. Once these approvals have been confirmed, participants must inform the Organiser's security team of all details pertaining to weapon carriage at Expo 2020. Refer to Figure 5.3 for the required form to be filled.

### 5.2.6 Accreditation

**C-17** All Official Delegations and Official Guests must be accredited to enter the site.

**C-18** All media (including photographers) associated with a delegation must apply for media accreditation. Applications for media accreditation is a two-stage process. Media are required to complete an online media accreditation expression of interest form accessed through the Media Information System to identify Responsible Organisations (RO's) and number of accreditations requested. Following this, approved media RO's will be provided log in details and instructions for the accreditation system prior to the system opening in December 2019.

**G-24** Participants should inform all media organisations from their country to apply for media accreditation.

## 5.3 Additional Activations

Following the National Day Ceremony, participants will be encouraged to continue their festivities in bookable venues across the site. In doing so, participants will reinforce the message of 'Connecting Minds, Creating the Future' and will ensure maximum exposure for visitors on their National Day.

### 5.3.1 Designing National Day Programming

The Organiser has identified the following measures for the smooth execution of National Day Events:

- › Participants are encouraged to design events in line with the Expo 2020 calendar of events (e.g. themes of international days and special days celebrated in the same week or month as their National Day).
- › Participants are encouraged to consider cross-country programming, by including other participants celebrating their National Day on the same week or month to their programming. This will cultivate new relationships and foster new partnerships.
- › The Organiser encourages participants to include their diaspora in their National Day programming.
- › Participants are encouraged to reflect the variety of visitor profiles while designing their content and programming.

**G-25** Participants should be proactive in their planning of events around National Day celebrations. Country Managers are available to discuss ideas, offer advice and support, as well as to make recommendations on how to move forward with planning.

### 5.3.2 Designing the Calendar of the Official Delegation

**G-26** Participants should include the Expo Calendar of events into the agenda of dignitaries attending the National Day Ceremony, as well as maximise their presence by designing events the day before and the day after their National Day.

### 5.3.3 Site Tours and Visiting Other Pavilions

**C-19** Participants must liaise with other participants and pavilions to coordinate their delegation tour outside.

### 5.3.4 Programmable Venues

The Organiser designed a wide range of distinct venues to accommodate various types of programming for the National Days Celebrations. The venues and their details are listed in Figure 5.3

Figure 5.3 Programmable Venues

Programmable Venues			
Venue	Capacity	Access	Genres Of Event
DEC (Please Note Rate Card Applies)	20 - 20,000 Persons.	At Discretion Of National Day Organiser	Dance, Music, Opera, Theatre, Festival, Children's Entertainment, Cinema/Film, Sports & Fitness Conducted From The Stage, Sports Participation, Talks, Lectures, Comedy, Conferences, Exhibitions
Dubai Millennium Amphitheatre at Al Forsan Park	4,000 Standing, 2,500 Seated	Open To Public	Dance, Music, Opera, Theatre, Festival, Children's Entertainment, Cinema/Film, Sports & Fitness Conducted From The Stage, Sports Participation, Talks, Lectures, Comedy
Jubilee Park Festival Stage	15,000 Standing, 7,500 Seated		Dance, Music, Opera, Theatre, Festival, Children's Entertainment, Cinema/Film, Sports & Fitness Conducted From The Stage, Poetry, Talks, Lectures, Comedy, Street Theatre
Earth Stage (Sustainability District)	330 Standing, 210 Seated		
Sea Stage (Mobility District)	350 Standing, 175 Seated		
Sun Stage (Opportunity District)	330 Standing, 210 Seated		

- G-27** Participants should consider protocol requirements, indoor/outdoor, public interaction, and venue capacity while selecting the venue for their National Day event.

## 5.4 National Day Branding

The Organiser will support the promotion of National Day celebrations through digital and traditional media.

### 5.4.1 Media Coverage

The Organiser will film aspects of each National Day and create packages that will be made available. For each National Day, the Organiser will produce a consolidated/moving image package to include highlights from the National Day and material featuring the country's pavilion. The Organiser's official photography team will also capture elements of each National Day which will be provided to each participant via the Organiser's Media Information System (an online platform which will be accessible by the participant's Media Liaison Officer). Register now: [media.expodubai2020.com](http://media.expodubai2020.com).

All recorded and edited material will be available to accredited media.

- G-28** Participants should actively make use of the Organiser's National Day media coverage.

### 5.4.2 Onsite and Offsite Branding

Expo 2020 Dubai will be a visual expo. Live content will be displayed on nearly 2000 visitor-facing digital screens. These screens shall work as a sitewide canvas to enrich the visitor experience. To amplify each National Day celebration, the Organiser will activate the digital screens in strategic locations across the public realm. This service will be free of charge for participants, and will consist of:

- › A video preview a day before the National Day.
- › Live-streaming of the flag-raising ceremony and the cultural, folklore performance.
- › Sitewide wayfinding and inviting visitors to the National Day ceremony in Al Wasl Plaza.

A detailed breakdown can be found in Appendix A.

At the beginning of Q4 2019, the Organiser will share templates for the design of the video content as well as details on the technical specifications. A summary of the technical specifications can be found in Appendix B. This will also outline deadlines for assets and billable content requests. The Organiser will also activate the city of Dubai by engaging with selected local partners to generate awareness for Expo 2020 Dubai and to highlight events. Additional details will be shared by the Organiser at a later stage.

- G-29** Participants should activate their networks in the UAE and the region to promote their National Day celebrations.

## 5.5 Submission Process

- C-20** For the National Day Ceremony, participants must submit three forms available on the Participant Portal before the dates mentioned in Figure 5.4:

- › National Day National Flag Form
- › National Day Official Programme Form
- › National Day Official Attendees Form

For activations beyond the National Day ceremony, participants are advised to proceed as per the following:

- C-21** Participants planning events in an Expo 2020 Dubai venue must submit an event request through the Participant Portal. Bookings are taken on a first come, first served basis. Participants must provide the necessary details or a venue cannot be blocked.
- G-30** Participants can contact their Country Manager if they plan to include other participants to their National Day programming.

Figure 5.4 National Day Ceremony Forms



Form to Submit	Submission Deadline
<p><b>National Day Flag Form</b> Participants must provide their flag details (display, ratio, color)</p>	19 November 2019
<p><b>National Day Programme Form</b></p> <ul style="list-style-type: none"> <li>&gt; Participants must provide details on their cultural, folklore performance</li> <li>&gt; Participants must indicate if they wish to have a bilateral meeting</li> <li>&gt; Participants must indicate their interest in photo and media opportunities</li> </ul>	3 months prior to National Day
<p><b>National Day Official Attendees Form</b></p> <ul style="list-style-type: none"> <li>&gt; Participants must provide the list of Official Delegation and guests</li> <li>&gt; Participants must provide the list of protocol, media, and security officers</li> <li>&gt; Participants should provide translation requirements, security and accessibility requirements</li> </ul>	1 months prior to National Day



6 ∴ Marketing



The success of Expo 2020 Dubai will be based on the collective contributions of the Organiser, participants, and partners to deliver a memorable and impactful Expo.

The Expo 2020 Dubai marketing strategy plays a key role in the success of the event by raising awareness of Expo 2020 Dubai and contributing to the achievement of the objectives illustrated in Figure 6.1:

Through the various marketing tools and resources available, participants have the opportunity to increase awareness and promote their events.

## 6.1 Marketing Tools

The Organiser will offer a variety of marketing tools to support participants in raising awareness of their events. This will not only help bring events to life but will also enhance Expo 2020 Dubai's visitor experience by providing essential information and unique experiences.

### 6.1.1 Advertising Campaigns

Expo 2020 Dubai will be promoted through campaigns leading up to and during the event.

Among the event campaigns is the following:

#### Countdown + Opening Campaign

1 October 2020 – 10 April 2021

- › **Campaign Slogan:** The World's Greatest Show.
- › **International Objective:** Conversion.
- › **Creative Strategy:** Showcasing the event calendar to demonstrate that this is the world's greatest show and drive general admission ticket sales to international markets.

For information about pre-event campaigns, refer to the Marketing Guide.

**G-31** During Expo 2020 Dubai, a live events calendar (which contains a copy and imagery for onsite activities) will be supplied and can be used across participant communication channels, including digital, social, and print. Furthermore, the latest still and moving imagery from live events will be available on the Brand Portal of all major activities.

### 6.1.2 Website

Expo 2020 Dubai has an official website (see Supporting Resources) where information relating to events, programmes, and activities can be found. The website will include details on different areas of the site so that visitors can learn about the events taking place throughout the six-month Expo period and plan their visit.

The information present on the website (copy, images, videos) is provided and managed by the Organiser. Participants can send additional materials to the Organiser for inclusion on the website provided that the information is relevant and helpful to potential visitors. The Organiser may also request information from participants to ensure that the content published is as complete as possible.

### 6.1.3 Market Media Reach

As of Q4 2019, Expo 2020 will be up-weighting and expanding its market media support from 14 markets to a total of 40 markets globally. These will be divided into Tier 1/2/3 and on this basis the media mix will be

determined. In doing so, we will be creating campaign assets in 20+ languages to cater to this expansion in paid media campaign markets. A list of tentative markets and tentative planned languages is illustrated in Figure 6.1.

Figure 6.1 Visitor Experience Supporting Factors



Algeria	Germany	Lebanon	Saudi Arabia
Argentina	Hong Kong	Morocco	Singapore
Bahrain	Hungary	Netherlands	South Africa
Belgium	India	New Zealand	South Korea
Brazil	Iraq	Nigeria	Spain
China	Ireland	Norway	Sweden
Czech Republic	Italy	Oman	Turkey
Denmark	Japan	Poland	UAE
Egypt	Jordan	Portugal	Ukraine
France	Kuwait	Russian Federation	United Kingdom



Arabic	German	Portuguese
Brazilian Portuguese	Hungarian	Russian
Cantonese	Italian	Spanish
Czech	Japanese	Swedish
Danish	Korean	Turkish
Dutch	Mandarin	Ukrainian
English	Norwegian	
French	Polish	



### 6.1.4 Digital App

Expo 2020 Dubai will have an official app for iOS and Android smart phones, which will be downloadable for free from the Apple and Google store. The app will be an important interactive tool with features such as wayfinding, queue management booking, event calendar, and many others. Like the Expo website, the digital app will feature Points of Interest details and the event calendar.

### 6.1.5 Event Calendar

Events held at Expo 2020 Dubai will be available on the official website and official app in a dedicated section. The Organiser will add the events to the official website whenever information becomes available. Each event will have a name, a short description (copy and images), and scheduling information such as the location of the event, date, times, etc.

**G-32** Participants should aim to supply all information relating to their events 90 days before they occur to allow the Organiser to provide a complete event calendar for visitors. To ensure seamlessness, participants will have the option to add their event(s) to the event calendar when using the Participant Portal to book their event(s).

### 6.1.6 Points of Interest

Detailed information regarding all the points of interest at Expo 2020 Dubai (e.g., F&B outlets, attractions, entertainment, etc.) will be available on the official Expo website. Points of interest will also be made available through the event map where visitors will be able to view, search, and filter to narrow down what they are looking for.

### 6.1.7 Social Media

The organiser will be promoting all events on its Social Media platforms.

**G-33** Participants are encouraged to use their Social Media platforms to raise awareness of their events at Expo 2020 Dubai and Expo as a whole.

Participants can advertise themselves through the following actions:

- > Initiate and maintain an online presence as early as possible.
- > Keep a ubiquitous online presence through multiple social media channels such as Facebook, Twitter, Instagram, etc.
- > Use Social Media to build anticipation and awareness for participants offerings such as pavilions, events, vendors, as well as National Days.

Participants are encouraged to create their brand and use it in conjunction with the Expo 2020 Dubai Brand on Social Media. This will include utilising the country name and pavilion. Further details on brand communication can be found in the Expo 2020 Dubai Brand Guidelines.

**C-22** Participants must follow all applicable laws and regulations on Social Media postings and internet utilisation in the United Arab Emirates. All media institutions creating audio, visual, print and digital content in the UAE’s mainland and free zones must comply with the standards for media content contained in the Federal Law No. 15 of 1980 Concerning Press and Publications and other laws and regulations in force.

### 6.1.8 Augmented Reality Activation

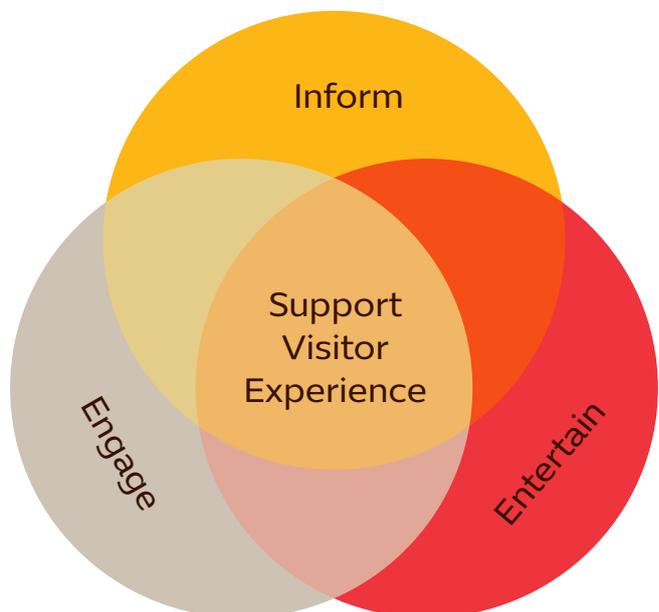
The Organiser may activate digital Augmented Reality (AR) to enhance the visitor experience of participants’ National Day events. More details on how participants can benefit from this service will be communicated in the Innovation and Future Technology Guide and on the Participant Portal in due time.

### 6.1.9 Digital Screens

Expo 2020 Dubai will be a visual Expo and shall enhance the visitor experience with the use of digital screens that provide a site-wide canvas to inform, entertain, and enrich the public realm with dynamic stories and images.

Live content – displayed on digital screens – has the power to create unexpected moments of delight while also providing visitors with real-time updates about events and programmes. Figure 6.2 illustrates the elements that go into supporting the visitor experience.

Figure 6.2 Visitor Experience Supporting Factors



The screens will be silent, and not attached to the Public Address and Voice Alarm (PAVA) system. Screens will be zoned, allowing for both localised programming to a specific area, as well as the ability for a site-wide takeover. The Cisco Vision technology on which the screens will operate also allow to split each of the screens into separate regions, each with different content elements.

An example of a screen split into regions is illustrated in Figure 6.3.

Programming slots for screens throughout day will range from three seconds to a maximum of two minutes, with the exception of live content, which will have a maximum payout time of 25 minutes.

### 6.1.9.1 Screen types

The visitor-facing screens have been categorised according to size such as Extra large, Large, Medium+, and Medium. Examples of screen types are illustrated in Figure 6.4.

### 6.1.9.2 Promoting Participant Programming

The digital screens across the public realm will provide a canvas for participants to engage with visitors. The digital screens will showcase three types of content:

#### > Wayfinding Content

Wayfinding content is free of charge. The size of the activation and location will determine how many screens and the region of the screen the content will play on.

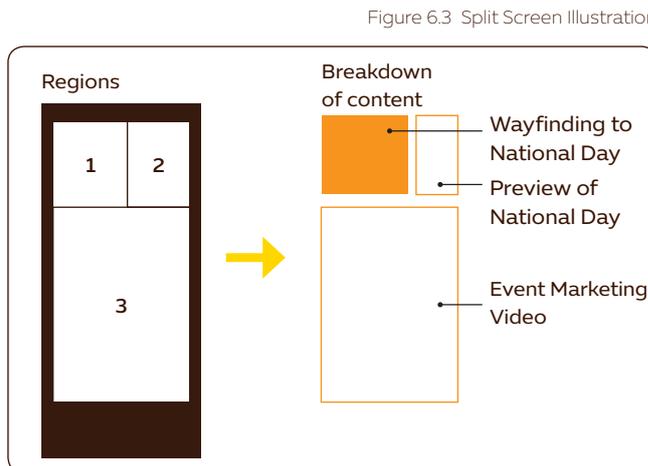


Figure 6.3 Split Screen Illustration

#### > Event Promotion

Short videos will be used to promote events and activations that have been booked in the Master Event Calendar. The size of the activation and location will determine how many screens and the region of the screen the content will play on. There are three options for the creation of these videos:

- **Free:** Pre-designed templates using participant-supplied assets.
- **Free:** Participant-edited videos that adhere to the guidelines provided by the Organiser.
- **Billable:** Custom videos edited by the Organiser using participant-supplied assets.

Figure 6.4 Screen Types

The figure displays various screen types categorized by size and location. The sizes shown are XL, L, M+, and M. The locations and types include:

- XL:** Al Wasl Entrance Park Stages, Park Stages.
- L:** Thematic Stages, Thematic Districts curtain walls.
- M+:** Cube Towers in Parks and Thematic Districts.
- M:** Interactive totems throughout the site, Concourse V-Screens.

Technical details for the Concourse V-Screens include a 55" display size and dimensions for front and side views.

### › Pavilion Promotion

Videos will promote pavilions on specific occasions and/or a special day that may relate to the pavilion content. For example—World Health Day, World Happiness Day, International Women’s Day, etc.

There are three options for the creation of these videos:

- **Free:** Pre-designed templates using participant-supplied assets.
- **Free:** Participant-edited videos that adhere to the guidelines provided by the Organiser.
- **Billable:** Custom videos edited by the Organiser using participant-supplied assets.

Participants will be able to upload assets and review content through a dedicated content management system, details of which will be shared in Q4 2019.

**C-23** Participants must submit their digital assets and fill the mandatory meta data. More details will be communicated through the Country Managers and via the Participant Portal.

#### 6.1.10 Public Address and Voice Alarm System

The Expo 2020 Dubai site will be equipped with a Public Address and Voice Alarm (PAVA) system. This system will only be utilised by the Organiser for emergency announcements, call to prayer, and background music. It will not be available for event announcements.

The system can be managed zone-by-zone with controlled messaging, which will allow for the segregation of background music and public broadcasts. This will also enable specific areas to remain silent when needed. The decibel level will be set at a low level once background noise levels are established.

There is no integration with the Self Build Pavilion internal PAVA systems. Any site-wide evacuation events will be notified to participants via a separate communication protocol, which will be advised at a later stage.

## 6.2 Branding Guidelines for Events

Participants play an important role in promoting their events and National Day Celebrations to attract visitors. To ensure a consistent message and prevent misuse, the Organiser has protected its brand by registering the brand assets and relying on IP laws to preserve these rights.

**C-24** Participants must ensure that their marketing and promotional materials are compliant with the Official and Non-Official Participants Brand Guidelines, Dubai Exhibition Center Brand Guidelines, and Special Regulation 9. To access the Brand Guidelines, participants must log onto the Brand Portal via the Participant Portal.

### 6.2.1 The Brand Portal

Expo 2020 Dubai’s Brand Portal hosts a wide range of brand assets available via the Participant Portal that may be viewed and downloaded by participants. These assets include:

- › The Official and Non-Official Participants Brand Guidelines, and Dubai Exhibition Centre (DEC) Brand Guidelines, which provides guidance on the Expo 2020 brand usage.
- › The Expo 2020 Dubai and participants’ logo suites (in different formats).
- › Moving and still images copyrighted or owned by the Organiser.
- › Marketing campaign assets in various languages, including videos, key visuals, and social assets.

The Brand Portal also includes a workflow system that allows participants to submit their work for the Organiser to review/approve.

**C-25** All participants must follow the Brand Guidelines (dedicated for participants) which is available on the Brand Portal. The guidelines provide participants with directions on using the Expo 2020 Dubai brand to prevent potential misuse.

**C-26** The Organiser grants the participants the right to create an association with Expo 2020 Dubai in accordance with the BIE Brand and the Visual Identity Guidelines, available on the Participant Portal, providing that participants have done the following:

- › Signed the Participant Contract.
- › Complied with all the necessary Expo 2020 Dubai Brand Guidelines and obtained all permissions required.

The Organiser may act against those that are found to misuse Expo 2020 Dubai’s Intellectual Property (IP), or illegally associate it in a manner that has not been approved by the Organiser. This includes but is not limited to: advertising, marketing material, packaging, products, etc. It also includes both the misuse of any protected elements relating to the Expo 2020 Dubai brand, including words, images, logos/marks or other IP, or the creation of an association with Expo 2020 Dubai (which members of the public would reasonably, but mistakenly believe, that there is an association between Expo 2020 Dubai and a party, product, or service).

## 6.2.2 Advertising and Sponsorship Restrictions

To ensure that there is consistency with the Expo 2020 Dubai brand, participants must do the following:

- C-27** Participants who wish to display the logo, trademark or other IP of their own sponsors must only do so within the DEC or within the physical interior of their pavilion and not outside the pavilion. Any such display must not be visible to the public outside the pavilion.
- C-28** Participants must comply with all Special Regulations when conducting commercial activities and ensure that their marketing and promotional activities are compliant with the relevant laws and regulations of the UAE.
- C-29** Participant events on Expo 2020 Dubai venues must not include or offer exposure to any third-party sponsors or third-party branded products.
- C-30** In the case that participants wish to host branded events outside of the Expo 2020 Commercial Family, these events will only be permitted within the DEC or the interior of the participant pavilion space and must not be visible from outside of the pavilion.
- C-31** Any marketing or promotion associated with the event must not carry the third-party IP if the Expo 2020 IP is present.

All developments go through an approval process that will be found in the Marketing Guide.

## 6.2.3 Sponsored Events

In line with Special Regulation 9, Article 23, third-party infringement is not allowed. This means that participants may not exhibit products and graphics in Expo 2020 Dubai site venues as well as using audio/video contents, and the distribution of promotional material which carries commercial brands. For events that occur in the DEC, the DEC Brand Guidelines apply.



7 ∴ Communications  
and Media  
Operations



The Organiser's communications strategy is to drive awareness of Expo 2020 Dubai, in order to attract consumers and engage global media for event-period coverage.

Through targeted outreach to global media, the Organiser will use storytelling to connect with visitors, taking them on a journey that stimulates feelings, ideas, and actions, as well as drive awareness and visitation to Expo 2020 Dubai.

## 7.1 Media Operations

Expo 2020 Dubai expects to accredit approximately 25,000 media representatives from around the world. Media Operations provide the facilities and services required for the media to do their work efficiently and effectively, from the point they express an interest in attending the event through to when they complete their coverage.

At the heart of this operation is the EMC, a technology-led, world-class facility located adjacent to Al Wasl Plaza. This is the 'hub' location for all media onsite, containing:

- › Full service and dry-hire TV and Radio studios
- › Edit suites and voiceover booths
- › Stand-up filming locations
- › Interview areas
- › Conference and briefing rooms
- › Workrooms
- › Private office space for organisations wishing to establish temporary newsrooms
- › Booking and information services
- › F&B offerings

In addition to the EMC, there are various moving image and stills camera platforms, stand up filming positions, and other media-dedicated spaces throughout the Expo 2020 Dubai site.

## 7.2 Broadcast Coverage

The Organiser will work with a Host Broadcaster to produce the 'world feed'. The footage they capture will form the basis of live transmission of key events, packaged highlights programming and news stories that will be made available worldwide. This will be based on a broadcast plan managed by the Organiser's Media Operations Team.

The Expo 2020 Dubai Host Broadcaster can be booked (on a rate card basis) to produce bespoke pre-recorded content requested by a participant. Full details will be provided by November 2019 and communicated by Country Managers. To plan coverage, the Organiser requests that participants email details of their proposed content to [media.services@expo2020.ae](mailto:media.services@expo2020.ae) so that it can be considered for inclusion in the Organiser's plan.

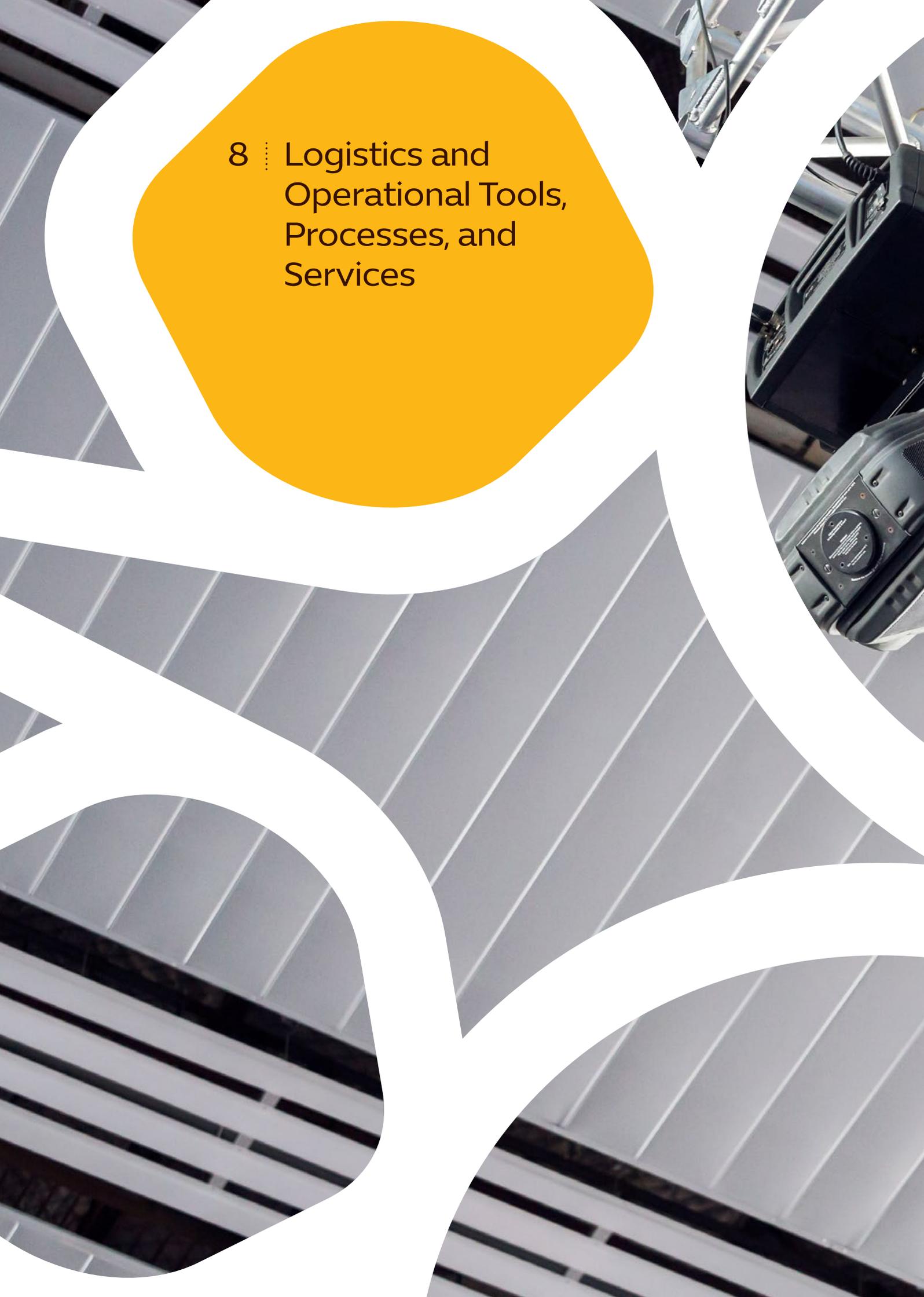
**G-34** To maximise coverage of activity taking place in pavilions, the Organiser encourages broadcasters, photographers, and journalists from around the world to request access to cover activity in pavilions. Media representatives should email [media.services@expo2020.ae](mailto:media.services@expo2020.ae)

**G-35** Pre-packaged content produced by the Organiser (e.g. the daily highlights package) can be made available to participants to show in their respective pavilions. Participants should inform the Organiser if they are interested in receiving this content.

## 7.3 Media Services available to Participants

A number of services will be offered to participants to assist with their communication/media efforts:

- › **Expo Media Centre:** The Organiser intends to provide access to the Expo Media Centre to one nominated media representative at any one time from each participant. Additional participant personnel will be provided access via a Guest Pass based on their needs.
- › **Media Briefing Programme:** As participants develop their plans, they must email [media.services@expo2020.ae](mailto:media.services@expo2020.ae) to request to host a media briefing at least five working days prior to the planned date. The Media Operations team will seek corporate approval, facilitate, and inform the media of all briefings.
- › **Media Information System:** This is an online platform from the Organiser that will provide operational information and content (e.g., new stories, quotes, photographs, and press releases) to assist the media in preparing for their coverage.  
URL: [media.expo2020dubai.com](http://media.expo2020dubai.com)



8 ∴ Logistics and  
Operational Tools,  
Processes, and  
Services





A number of tools, processes, and services have been created by the Organiser to assist participants in delivering their events and to facilitate a smooth and seamless experience for all.

This chapter will discuss the range of logistic and operational services available to participants, such as technical production assistance and logistics facilities. It will also discuss the different policies and procedures that participants should follow such as accreditation procedures, F&B guidelines, and hospitality policies. The Organiser encourages participants to abide by the set procedures and to take advantage of the services made available.

## 8.1 Accreditation

The Organiser is committed to ensuring an easy and intuitive accreditation process, which promotes a safe and secure site for all. The purpose of accreditation is to identify, register, and grant access to personnel who are required to be onsite. This includes performers, artists, keynote speakers, other entertainers, and related programming technical personnel. All applications for accreditation are subject to a background check ensuring that only suitable personnel are granted accreditation rights.

Each participant will have a nominated Accreditation Liaison Officer (ALO) who is the primary point of contact with the Expo 2020 Dubai Accreditation Team. Once accredited, participants will gain access to the site via the staff personal screening area (PSA) adjacent to the Expo Village; however, participants may also use any of the thematic entrances or vehicle access points if travelling to site within accredited vehicles. Information about accreditation, how to obtain it, and how accreditation operates can be found in the Accreditation Participant Guide available on the Participant Portal.

## 8.2 Production and Delivery Team

Across the 173 days of Expo 2020 Dubai, hundreds of artists, performers, and crew will be working together to bring performances alive. To ensure that these performances go smoothly and as planned, it is essential that artists have all that they need in advance of the curtain call from having enough time to dress to having access to instruments/props. To this end, a great deal of planning and collaboration is required to ensure that proposed performances are coordinated with a structured operational approach.

The Organiser has established an experienced production and delivery team (which consists of artists liaisons, event managers, and support staff) that will coordinate with Production and Stage Managers and that will ensure that artists' needs are met and the daily schedule of performances are delivered effectively and seamlessly. Once an event is scheduled at one of the Organiser's venues, and it has been confirmed in the EBS, an Event Manager will reach out directly to the relevant participant to assist with all the necessary arrangements related to the performance. These arrangements include several services from onboarding artists to performance operations and production facilities. The production and delivery team will operate from the MPC, a central hub of production, operation, coordination, and delivery. Facilities at the MPC are only available for participants that have scheduled performances in venues across the Expo 2020 site on the days of their performances.

## 8.2.1 Onboarding

The journey to delivering an event/performance at Expo 2020 Dubai begins once the performance has been confirmed in the EBS. In line with the artist and technical rider information and requirements, the production crew and performers are allocated space within the MPC where facilities available include make-up and dressing rooms, green rooms, a communal social area, and canteen facilities. Every performance/production is allocated an Event Manager and an artist liaison who are responsible for ensuring that all operational processes and performance requirements are met.

**C-32** To perform at a scheduled venue, all artists and crew must apply for accreditation to access the Expo 2020 Dubai site.

## 8.2.2 Transportation On Site

A Daily Run Sheet is distributed every morning to communicate the schedule of events across the performance venues, and allow the technical team and Event Managers to prepare.

A regularly scheduled shuttle bus is in operation between the MPC and all venues, providing artists and crew with transportation for their scheduled activities.

Each venue has a back-of-house support facility, either attached to or in very close proximity to the point of performance, from where artists/crew are deployed on stage. Once the scheduled performance is over, artists and crew are returned to the MPC.

## 8.2.3 Artist Welfare and Facilities

To ensure that artists/crews have all that they need to deliver performances, the Organiser has made a range of off-stage services available that can be met within the MPC and also in the back-of-house areas attached to the large stages. These include:

- › Welcome area and registration
- › Changing rooms, shower facilities, and lockers
- › Rehearsal, warm-up, and stretching facilities
- › Green rooms
- › Makeup rooms
- › Costume storage, maintenance, and laundry
- › Canteen facilities and relaxation areas
- › First aid
- › Physiotherapy (a service provider with a rate card)

A list of additional services offered by service providers on a rate card basis will be made available in Q3 2019.

The rate card will be circulated by Country Managers and through the Participant Portal.

## 8.2.4 Performance Preparation

Given the limited space available across the site within the performance venues, the MPC will offer a rehearsal facility, subject to booking and availability, wherein artists and crew can rehearse and warm-up prior to their performance on the day. The rehearsal area will feature a full technical specification that will as best as possible replicate the technical arrangement of the performance, allowing the artist production crew to closely simulate the on-stage conditions during rehearsal.

**G-36** Participants seeking to use the designated rehearsal area within the MPC are encouraged to book in advance through the Participant Portal to avoid disappointment due to rehearsal limited spaces. Should rehearsal spaces not be available, participants are encouraged to rehearse offsite as much as possible.

## 8.2.5 Production Planning and Management Facilities

Located in the MPC and back-of-house areas are dedicated production planning offices, which include computer desks and meeting spaces, 5G network connectivity, and big screen presentation equipment. The visiting production teams will have the freedom to plan, tweak and execute last-minute production requirements in a quiet and controlled environment on the days of their performances.

## 8.3 Call to Prayer

A wonderful aspect of Expo 2020 Dubai is showcasing culture and inviting the world to understand and share the UAE and the region's rituals and traditions. During the six months of Expo, visitors from around the globe will step into a part of the world where they will experience new sights, sounds, scents, and people.

One of the most distinctive elements associated with visiting the Middle East and countries with predominantly Muslim populations is hearing the call to prayer (Adhan). Adhan refers to the call to prayer alerting Muslims of the five daily prayer times through melodic tones that beckon worshippers to the Mosque.

During the call to prayer, it is customary for music to be turned off, celebrations to pause, and for voices to be lowered for the duration of the call to prayer as reflected in Clause 6.1 of the Dubai Code of Conduct which states that: "Muslims pray five times a day. Each prayer is announced from the mosques by a call to prayer. When the call to prayer is heard, music shall be turned off in all public places and cars, and Muslims shall be allowed to perform their prayer duty."

Four call to prayers will be broadcast onsite and heard during Expo 2020 Dubai's operational hours. The Organiser will plan programming and live events around those times, as music and performances will not run concurrently.

**C-33** Participants must ensure they respect the call to prayer.

## 8.4 Services and Suppliers

### 8.4.1 Logistics

Participants may require multiple logistics services to support their events and National Day activities. They have the option to use their own staff, appoint a third-party logistics provider, or utilise the Organiser's official logistics partner to provide these services.

Further information on the detailed logistics operation is provided in the Logistics and Customs Guide available on the Participant Portal.

### 8.4.2 Logistics and Customs

Logistics will work in close collaboration with participants regarding their logistics and customs activities to ensure efficient and timely delivery of goods to stage their events. Before importing their goods into the UAE, participants should consider the exit route of their goods to ensure that they complete the correct documentation.

**G-37** Participants should keep records and documentation related to import and export of all event equipment as this will help to ensure a seamless journey from the country of origin to the UAE and back to the final destination.

### 8.4.3 Participant's Logistics Manager

The participant's Logistics Manager oversees the entire logistics supply chain and is the key point of contact for the Organiser.

**C-34** Participants must appoint a Logistics Manager and a Deputy Logistics Manager (if required) within their organisation, and inform the Organiser of the name, address, and contact information of their appointees in a letter from the Section Commissioner General.

### 8.4.4 Logistics Technical Sessions

To ensure a seamless logistics journey, the Organiser will engage with the participants during logistics technical sessions.

**C-35** The participants' Logistics Managers and/or their deputies must attend the technical sessions.

### 8.4.5 Delivering to Site

The Organiser will utilise an online Delivery Management System (DMS) to control access of delivery and collection vehicles to the Expo 2020 Dubai site. The DMS regulates traffic flow and minimises congestion externally and within the site.

In order to deliver a notable visitor experience and maintain site-wide safety, a set number of delivery slots will be available for participants to deliver and collect their equipment and props.

To support the participants, frequently asked questions and training on how to create and manage DMS bookings will be available on the Participant Portal. In addition, the DMS team will be available to answer queries via email [DMS@expo2020.ae](mailto:DMS@expo2020.ae).

**C-36** Participants must ensure that their event and National Day deliveries, and those of their vendors and stakeholders, are pre-booked on the DMS at least 48 hours in advance of their planned delivery. The Organiser reserves the right to refuse the entry of vehicles without a DMS booking.

The DMS can be accessed via the Participant Portal.

### 8.4.6 Installation and Removal of Event Equipment

Participants are responsible for managing the installation and removal of all equipment required to stage their events.

**G-38** Participants should work closely with the Organiser in order to coordinate timely delivery and removal of all event equipment and props.

Participants will need to consider how their event equipment and props will be offloaded from their vehicles and placed on their stages or in their performance areas.

**C-37** Participants must ensure that all the equipment and resources required to stage their events is available onsite at the time of the delivery.

Upon completion of their event, participants will need to consider how their event equipment and props will be removed from their performance areas, loaded onto vehicles, and how and when they will exit the site.

**C-38** Participants must ensure that their Logistics Manager is present onsite to receive and sign for their deliveries/collections and, in addition, check and confirm the quality, type, and number of items, received or removed, against the relevant documentation.

Operational services will be available from the Participant Portal on a rate card basis.

### 8.4.7 Storage

Participants are responsible for managing the storage of the equipment and tools required to stage their events. Storage options are available to participants either through the Official Logistics Partner or through participants' own logistics provider.

### 8.4.8 Food and Beverage

If participants wish to organise catering for a private event during Expo 2020 Dubai for their National Day, or other special activities outside of their pavilion, there will be a comprehensive rate card option that will be made available. The Organiser's Official Hospitality Partner, Emaar Hospitality Group, is our preferred partner for hospitality services. Special packages for gala dinners in the DEC are also available.

The Organiser is currently engaged with several experienced F&B suppliers in the region and is committed to building a varied offering of cuisine styles to meet all budgets and requirements. The Organiser will conduct the appropriate due diligence in the evaluation of potential rate card suppliers to ensure they are adequately qualified and provide value to participants.

Once available, participants will be able to liaise with each provider via the Participant Portal. The service chosen by the participant can be booked and organised directly with the supplier.

**G-39** Participants may choose a service provider outside of the Organiser's preferred list of suppliers providing that the supplier's trade licence allows for offsite catering operations.

### 8.4.9 Concessions

In addition to the F&B proposition, the Organiser is also offering concessionary services, which include catering, event production, and photography which will be made available to participants who are planning events within their respective pavilions or in venues within the Expo 2020 site. Where practical, a comprehensive rate card with experienced suppliers will be made available on the Participant Portal. Participants will be able to contact the registered suppliers and book the services and equipment required.

#### 8.4.10 Additional (Non-Standard Package) Requests

As mentioned above in Section 8.2, full production, coordination and operational support is being provided by the Organiser to all performance venues and spaces, which are equipped with the staging, audiovisual and sound equipment and systems necessary to deliver a performance (base specifications will be available on the Participant Portal). Similarly, the level of services on offer to artists in the MPC, are defined, and these are intended to be adequate to enable a performer to comfortably prepare for a performance.

**C-39** Participant requests for services that are not offered by the Organiser as standard must be communicated via an Artist and/or Technical Rider and uploaded through the Participant Portal or sent directly to Country Managers and/or Event Coordinator(s).

Requests for additional services/equipment outside the standard will be evaluated by the Organiser. Rate card options will be available for meeting these requests and will be found on the Participant Portal and communicated by Country Managers. Some services such as technical equipment may be provided, installed and/or operated by the Organiser at the published rates in the rate card; while other services may be delivered by a recommended service provider. In both instances, the provision of these additional services will form part of the financial feasibility and cost of an event/production, to be reviewed by the organiser prior to confirmation of the event in the EBS.

### 8.4.11 Commercial Partners

Expo 2020 has strategic alliances with multiple commercial partners, all of whom provide essential goods and services. The organiser offers exclusivity for branding and promotion on the Expo site and Expo offices and in association with the Expo brand to all commercial partners. A comprehensive rate card from each of the commercial partners will be made available on the Participant Portal. Participants will be able to contact commercial partners directly to discuss any needs.

# Supporting Resources





# Supporting Resources

The following resources can be accessed either from the Participant Portal or using the website address provided.

- › **Accreditation Guide**
- › **Brand Portal**
  - Official and non-official participants Brand Guidelines
  - BIE Brand Guidelines
  - Dubai Exhibition Centre Guidelines
- › **DMS**
- › **Expo 2020 Dubai Website**  
[expo2020dubai.com](https://expo2020dubai.com)
- › **Federal Law No. 15 of 1980 Concerning Press and Publications**  
<https://www.government.ae/en/media/media>
- › **House Package Rate Cards**
- › **International Participants Programming Tool**
- › **Logistics and Customs Guide**
- › **Manage Events**
  - DEC Venue Leasing Toolkit
  - Event Booking Form
- › **National Day Official Attendees Form**
- › **National Day National Flag Form**
- › **National Day Official Programme Form**
- › **National Day Calendar**
- › **Technical Screen Specifications, Policy, and Digital Brand Guidelines**



# Appendix A

Content	Package	Notes	Details	Time
<b>National Day Ceremony (preview)</b>	Free - standard package	Booking though the event calendar	Template design using one of our standard templates, (there will be limited variations) countries will submit assets for us to populate the templates or they can use the templates to create their own preview.	Day before
<b>National Day Ceremony - Cultural performance*</b>  *Subject to artists broadcast rights	Free - standard package	Booking though the event calendar	Length, start and end time of live stream will vary. Please be aware the screens are silent and we will have no subtitles/ translation services.	During ceremony
<b>National Day Ceremony - Raising of the flag</b>	Free - standard package	Booking though the event calendar	Length, start and end time of live stream will vary. Please be aware the screens are silent and we will have no subtitles/ translation services.	During ceremony
<b>National Day Wayfinding - templated</b>	Free - standard package	Wayfinding reactive to calendar booking of above	Template design using one of our standard templates, (there will be limited variations) countries will submit assets for us to populate the templates.	Pre and during ceremony

Format	Screen playout	Max number of mins: secs	Max plays per day	Max number of days	Total mins event per day	Total mins for event
Pre-edited	Zone, region	0:01	5	1	2:01	2:01
Live	Zone, region	25:01	1	1	25:01	25:01
Live	Zone, region	20:01	1	1	20:01	20:01
Pre-edited	Zone, region	0:10	10	1	1:40	1:40

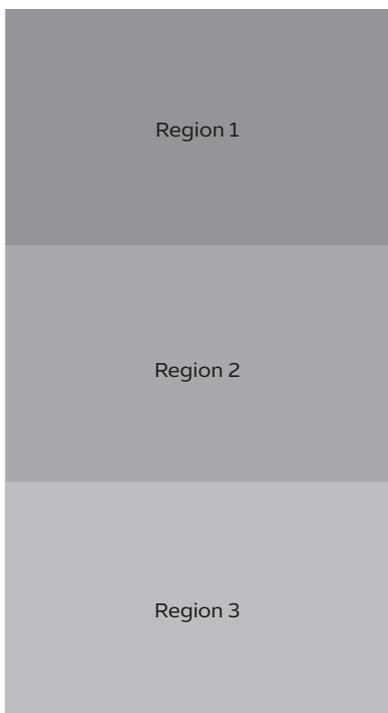
# Appendix B

Content	Package	Notes	Details	Time
<b>Event Promotional Specifically for activations and events during event time heath day – Booking though the event calendar</b>	Free - standard package	Booking though the event calendar	Template design using our standard templates, of which there will be variations, Countries will submit assets for us to populate the template	Pre and during event/ activation
	Free - standard package		Video/Custom made: countries to make content themselves using our guidelines	Pre and during event/ activation
	Billable		Video/Custom made: Billable - For us to do the edit with their assets	Pre and during event/ activation
<b>Event Wayfinding templates</b>	Free - standard package	Wayfinding reactive to calendar booking of above	Based on venue size - dependent of the event size	Pre and during event/ activation
<b>Pavilion promotional With a call to action/ engagement hook i.e.. World heath day</b>	Free - standard package	Booking though the event calendar	Template design using our standard templates, of which there will be variations, Countries will submit assets for us to populate the template	Ongoing
	Free - standard package		Video/ Custom made: countries to make content themselves using our guidelines	Ongoing
	Billable		Video/ Custom made: Billable - For us to do the edit with their assets	Ongoing

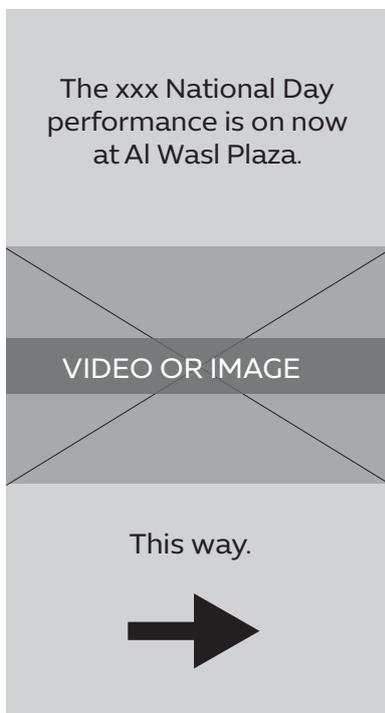
Format	Screen playout	Max number of mins: secs	Max plays per day	Max number of days	Total mins event per day	Total mins for event
Pre-edited	Zone, region					
Pre-edited	Zone, region	0:01	5	1	2:01	2:01
Pre-edited	Zone, region					
Pre-edited	Zone, region	0:01	10	1	1:01	
Pre-edited	Zone, region					
Pre-edited	Zone, region	0:01	5	1	2:01	2:01
Pre-edited	Zone, region					

# Appendix C

Major Event: Full Screen/ Site wide  
Category: Wayfinding



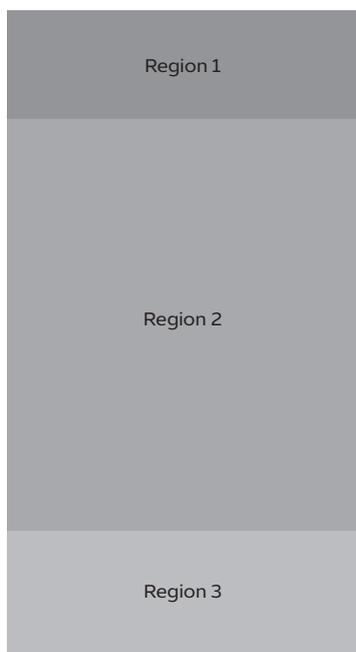
1 Screen & 3 region for 1 event



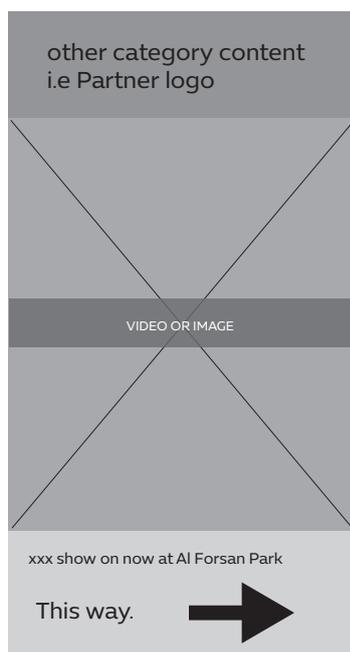
Example



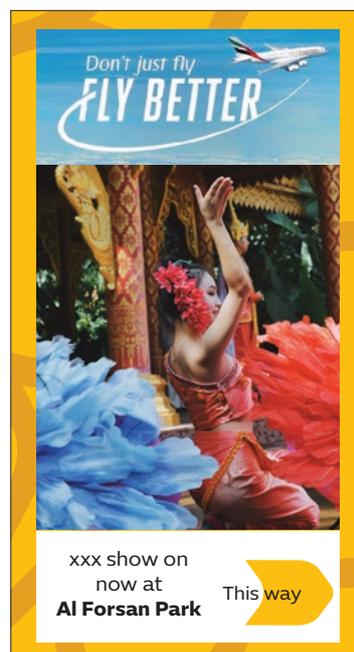
Large Event: Large templates/ Zone  
Category: Wayfinding



1 Screen & 3 region for 1 event



Example

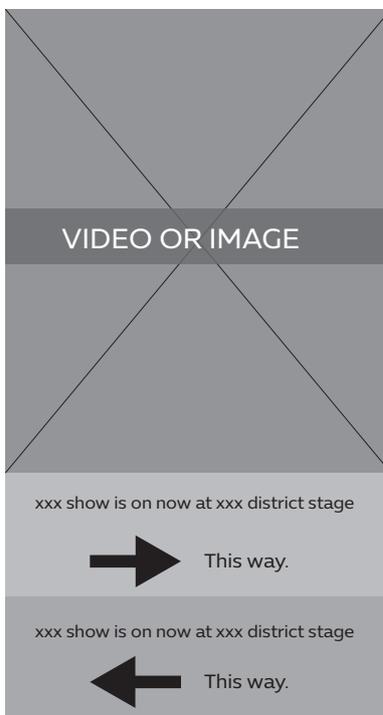


Medium Event: Medium size templates/ Zone of screens

Category: Wayfinding



1 Screen & 3 region for 1 event

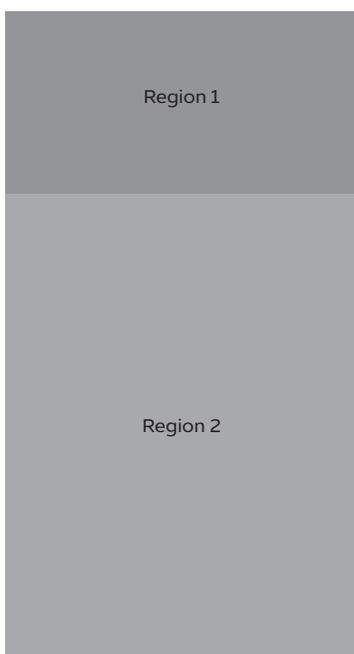


Example

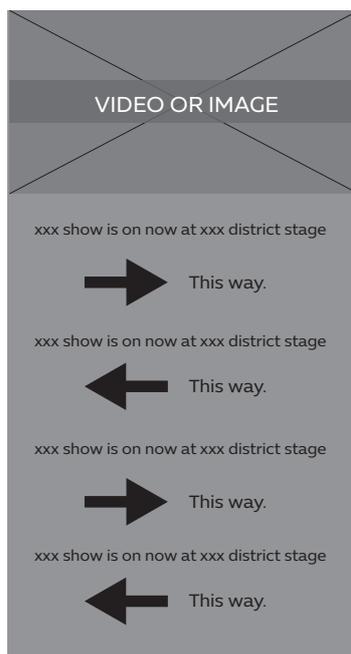


Event List: Local Zone of screens

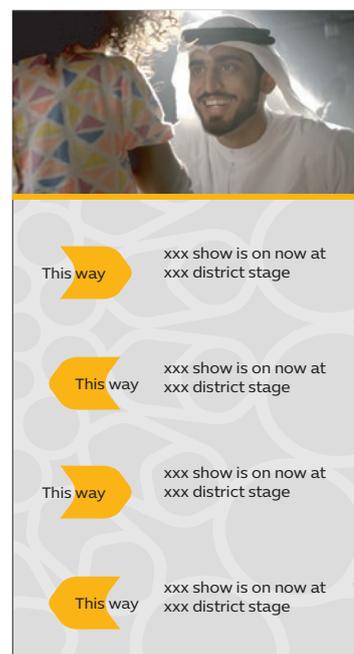
Category: Wayfinding



1 Screen & 3 region for 1 event



Example: list of wayfinding content happening at the site









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