euroFlora 2025

GENERAL REGULATIONS

24 April - 4 May, 2025 Genoa - Italy

www.euroflora.genova.it

PORTO ANTICO DI GENOVA

AIPH

GENERAL REGULATIONS

Organisation

Article 1

Porto Antico di Genova SpA is organising the 13th International Flower and Ornamental Plant Show, officially named Euroflora 2025, which will take place from April 24 through May 4, 2025.
Following two editions held at Genoa's Parchi di Nervi, the flower show will be back to its traditional venue in Genoa's new Eastern Waterfront area, which recently underwent extensive urban regeneration works based on a project by architect Renzo Piano.
One of the main goals of the Organiser is to exhibit outstanding flower growing, nursery gardening and botanic specimens, so as to promote excellence in these sectors in Italy and at worldwide level. Relying on the participation of the best Italian and international flower growers and nurseries and the most highly-qualified landscape architects and designers, **Euroflora 2025** will provide a comprehensive view of contemporary trends in the sector, with a view to promoting excellence in a completely renovated context that includes both outdoor and indoor exhibition areas extending over approximately 80,000 square metres overall.

Article 2

Euroflora is a member of the International Association of Horticultural Producers (AIPH).

Article 3

Exhibition at the show shall be subject to all the provisions of these General Regulations. In any and all matters not specifically dealt with herein, the Exhibition Conditions, the *Exhibitor Manual*, and the provisions expressly established from time to time by the Organiser shall apply.

Exhibitors

Article 4

Both individual and group Italian and foreign exhibitors may apply to exhibit at the show.
In particular, the exhibition shall involve:
- national organisations of flower growers and nurseries;
- group exhibitors representing regions, provinces, and chambers of commerce;
- professional and amateur flower growers and nurseries;
- florists and flower arrangers;
- vegetable growers and fruit growers;
- commercial flower growers and nurseries;
- public and private boards;
- parks and gardens maintenance services;
- botanic institutes and gardens;
- landscape architects and designers;
- floriculture and gardening schools;
- universities;
- horticultural societies, amateur associations, students, etc.

Article 5
A commercial area called Mercato Verde (Green Market) will also be set up, where plants, floriculture, gardening, and nursery gardening equipment and products, as well as outdoor furniture will be on sale. Dedicated provisions shall apply to this specific area.

Article 6
Artificial flowers and plants, in any materials, may not be displayed.

Registration

Article 7
Registration and exhibition shall be free for all exhibitors under Article 4 above, provided that the relevant application is duly submitted, and subject to space availability.
Registration applications for group ('Collective') displays shall be completed and signed by the entity appointed as the group's Lead Member and sent to the Organiser attaching a list of all the entities making up the Group.
By registering, exhibitors commit themselves to expressly and unreservedly accepting the provisions of these General Regulations.

Article 8
Registration applications shall be sent to the organiser on or before **January 31, 2025** and shall include the project and a description of the display that the applicant wishes to stage, harmonised with the general plan and compatible with the exhibition spaces. The Organiser shall make a decision on the exhibitors admitted to the show and the related assigned spaces taking into account their project's consistency with the underlying theme in the requested exhibition area. The Organiser reserves the right to reject any registration applications with no obligation to explain their decision as well as, in their sole discretion, to move the Exhibitor to a different area, more consistent with the theme of the display. Direct sales shall only be allowed in the dedicated Green Market area.

Article 9
Exhibition areas shall be assigned by the Organiser, who shall let the exhibitors know which areas have been reserved for them, based on the overall plan, at the Organiser's exclusive and unquestionable discretion.
Exhibitors shall comply with the standards established by the Organiser and shall accept the areas assigned to them. They shall not modify the nearby routes in any way, shall adhere to the overall plan, and shall comply with the directions provided by the Organiser. Once the displays have been put up and throughout Euroflora 2025, exhibitors shall not modify their exhibition areas in any way without the prior consent of the Organiser. Once the project has been approved, the assignment of the exhibition area - by means of the Exhibition area assignment form - shall be regarded as final, subject to possible modifications due to general organisational requirements and which shall be promptly notified to the concerned parties.

Article 9.1

Enclosure of exhibition areas and pot concealing

Exhibitors shall be responsible for the borders of their exhibition area. They may choose the type of borders they wish to use, subject to prior approval by the Organiser. Should it be necessery to conceal any pots made of aesthetically inappropriate material, the Organiser requires that natural materials harmonised with the exhibition overall style be used.
Ideas and suggestions on this matter can be found in the *Exhibitor Manual*.

Article 9.2

Routes inside exhibition areas

Exhibitors may decide whether to open their assigned area to the public. Should they wish to do so, it is advisable to create pathways that clearly lead visitors along the appropriate route and can be comfortably used by the largest possible number of people.
No bulk materials, of any size, may be used, unless they are appropriately contained.
The use of medium-to-large-sized stone and wooden slabs is allowed to create internal pathways.
Please be reminded that Euroflora is a show accessible to everyone. When choosing materials, please make sure that the principles of inclusion are taken into due account.

Article 9.3

Gazebos and sheltered areas

Should the exhibitors wish to set up a booth/stand/structure within their assigned area (bearing in mind that the sale of any goods is expressly forbidden), a list of allowed materials and the maximum size allowed for such structures are provided and specified in the *Exhibitor Manual*.

Supply of auxiliary materials and utilities

Article 10.1

Bulk auxiliary materials

As well as the exhibition areas, the Organiser shall supply free of charge the following bulk materials:

- grass carpet - 40% of the net assigned surface
- one 250 l bake of peat per 50 m2 of occupied surface
- 0.05 cubic metres of sand per square metre of assigned surface in Piazzale Kennedy and 0.2 cubic metres per square meter of assigned surface in the remaining exhibition areas
- 0.02 cubic metres of volcanic lapillus per square metre of assigned surface

The above supplies shall be provided upon presentation by the exhibitors of the relevant request form specifying their expected requirements, to be submitted upon registration and in any case by February 10, 2025.
Any requests received after this date shall be accepted upon condition and met depending on the availability, if any, of residual materials after all requests submitted by **February 10, 2025** have been fulfilled.
Any additional requests for materials exceeding the standard provided amounts may be submitted to the Organiser, who shall meet them - wherever possible - upon payment of a fee, following acceptance by the exhibitor of the related quotation.

Article 10.2

Utilities

Shared water outlets will be available throughout the exhibition grounds, reasonably close to the exhibitions areas. Any requests for power and water supply shall be submitted to the Organiser, who shall assess the possibility to fulfil them. Any decorative elements using water shall be designed so as to have in place closed circles.

Display construction and dismantling

Article 11

Plants and materials for **Euroflora 2025** may be introduced into the exhibition grounds as **from 8.00am on March 24**, **2025 up to 7.00pm on April 22**, **2025**. By that time, all exhibitors' vehicles shall be moved outside the exhibition grounds. Exhibitors shall be responsible for the transportation, unloading and staging of the plants on display in their exhibition area.

All materials on show shall be arranged by the exhibitors **by 8.00pm on April 22**, **2025**.

As **from 8.00pm on April 22**, **2025**, all pedestrian and drive-through entrances will be closed and everyone will be asked to leave the exhibition grounds in order to allow for the final cleaning of the pathways and the preparation of the Juries' work, which shall begin **at 8.00am on April 23**, **2025**.

During such work, the exhibition grounds will remain closed and access will be denied to all, with the exception of the Juries' members and the Press. Exhibitors shall be responsible for ensuring that their display is anonimous by covering any plates, information boards, etcetera.

After 2.00pm on April 23, **2025** exhibitors shall be given pedestrian access in order to remove all the systems used to cover plates and information boards.

Article 12

No plants or other materials on show may be removed from the exhibits before the end of Euroflora 2025, with the exclusion of the plants and flowers listed under Article 14 below.

Article 13

Euroflora 2025 is meant to be a highly innovative artistic show.

The Organiser reserves the right to modify or remove any installations or structures which may spoil the overall image of the show, damage any neighbouring exhibitors, hinder the flow of visitors or deviate from previously approved plans or models.

Article 14

The Organiser shall provide all general maintenance and cleaning services in communal areas.

Plants, flower arrangements, and flowers on display shall be maintained by the individual exhibitors at their expense during the hours specified in the Exhibitor Manual. Should exhibitors be unable to do so, they may book the fee-based maintenance services provided by the Organiser using the relevant booking form. Please note that using the above maintenance service will automatically exclude the exhibitors from the competition for best-preserved and best-maintained display at the end of the show.

Exhibitors shall maintain their assigned area in tiptop condition until the end of the event, removing and replacing any withered materials, as required. In case of default, the Organiser shall be entitled to step in, for the purpose of providing remedy to any non-fulfilment of maintenance requirements. The Organiser reserves the right to demand the refund of the costs incurred in relation to any such extraordinary maintenance and shall be fully entitled to reduce or not to pay out any prize money due to the exhibitors whose displays were not properly maintained during the event. Any such decisions shall be final.
The Organiser shall provide clean areas to the exhibitors and shall clean and collect any waste from communal areas, while individual exhibitors shall provide for the cleaning of their exhibition areas, at their expense.
During the display construction and dismantling stages, exhibitors shall place any waste resulting from their assigned areas in the appropriate containers in place throughout the exhibition grounds. During the display construction and dismantling stages, the Organiser shall provide for the disposal of waste of a limited size; this does not include unused or partially-used display construction materials, which shall be removed by the exhibitors at their expense.

Article 15
The removal of displayed plants and of the other materials used in the displays - entirely under the exhibitor's responsibility - **shall begin at 1.00pm on May 5**, **2025** and shall be completed **by 8.00pm on May 12**, **2025**.

Article 16
As was the case on previous editions, exhibitors may choose to donate the plants used for their displays to schools, hospitals, municipalities, town halls, and associations who submitted a request. Please refer to the *Exhibitor Manual* for details on how to take part in this initiative.

Phytosanitary inspections

Article 17
Any and all materials to be displayed at the show that have been produced or come from EU countries shall meet all applicable plant passport requirements (Regulation (EU) 2016/2031).
For all plants coming from non-EU countries, phytosanitary and customs formalities shall be cleared at the first point of entry into the EU. The import certificate issued at the first point of entry (phytosanitary certificate - ref. Italian Legislative Decree No. 214 of 19 August 2005, as amended and supplemented and related regional provisions) shall replace the EU plant passport for plants imported from non-EU countries. Exhibitors shall retain a copy of said certificate.

Article 18
Since all plants and plant products for which a "Plant Passport" is required by the applicable phytosanitary regulations may not move freely within the European Community unless accompanied by such document, specifically-appointed phytosanitary inspectors shall be entitled to demand to view such passports at any time, and failure to produce such passports shall give rise to the related administrative sanctions.

Article 19
As to the items regulated by the Washington Convention on the international trade in endangered species of wild flora, exhibitors shall fulfil any and all formalities prescribed by the countries of origin of any such botanical species and by the applicable Italian regulations.

Insurance Policy

Article 20

All exhibitors shall take out a third-party insurance policy.
The Organiser may not be held liable for any failure, damage, theft, loss, etc., involving the materials on show, whatever the reason or cause.

Tags, labels and plates

Article 21

Each specimen or group of plants exhibited shall be provided by the exhibitor with a label (having a maximum size of 14 cm x 10.5 cm) indicating its correct scientific name (genus, species, variety or cultivar).

Article 22

All competing plants shall bear their botanical names as per Art. 21 above and the appropriate entry tags supplied by the competitions office. All tags shall be collected by the exhibitors **from 8.00am to 10.00am on April 22**, **2025** and shall be positioned **by 6.00pm** on the same day. Failure to collect the above tags and/or to position them shall automatically exclude the exhibitors from the competitions.

Article 23

The plates indicating the name of the exhibitors and, if applicable, of any designers - which shall be displayed in the exhibition areas after the work of the Juries has been completed – may not be larger than 70 cm x 30 cm for individual competitors and 200 cm x 100 cm for group competitors, and shall be transparent with white letters. The above plates will be supplied by the Organiser at the prices specified in the form included in the Exhibitor Manual, which shall be returned **by April, 1**, **2025**.
Any tables, symbols or marks identifying the exhibitors shall be concealed before and during the work of the Juries.
Any tables, symbols or marks deviating from the descriptions above shall need to be authorised by the Organiser, who reserves the right to remove anything that is found to be in breach of this article.

Article 24

In addition to the plates identifying the exhibition area, exhibitors shall be allowed to display 50 cm x 150 cm plates, made and set up at the exhibitor's expense. The plates shall be self-bearing and resistant to the elements. Please find more detailed specifications on how to make such plates in the *Exhibitor Manual*.
Please also be reminded that any brands and logos shall be concealed before and after the Juries' work.

Passes

Article 25

During the display construction and dismantling stages, exhibitors shall be granted pedestrian admission passes valid from March 24 to April 22, 2025 and from May 5 to May 12, 2025, as well as vehicle passes valid from March 24 to April 21, 2025 and from May 5 to May 12, 2025. Vehicle passes shall only be valid for goods unloading during the construction stage and good loading during the dismantling stage.

For the entire duration of **Euroflora 2025**, the owners of exhibiting organisations shall be granted admission passes and maintenance passes to be used in accordance with the provisions set forth in the *Exhibitor Manual*.

Competitions

Article 26

The Euroflora 2025 Regulations include a number of competitions, broken down in Competitions of Honour and special prizes, Aesthetic and Technical competitions. An additional competition targeted at designers, by the name of ARS URBANA, has also been announced. Separate Regulations shall apply.

Article 27

Participation in the competitions set forth in the Regulations is voluntary and free of charge for all exhibitors. The Organiser shall automatically enter all entitled parties in the competitions assigning the Prizes of Honour.
As regards group displays, registration for the competitions shall be possible both as group exhibitors and as individual exhibitors, specifying the exhibitors Group they belong to. Every exhibitor may enter more than one competition.
The same plants may enter both technical and aesthetic competitions. Please consult the *Book of Competitions* for a complete list of competitions and prizes.

Article 28

In order to enter the competitions, exhibitors shall fill out the specific entry forms prepared by the Organiser and hand them in on or before **March 24**, **2025**.
Entry in the competitions may not be guaranteed in relation to applications received after the above date.

Article 29

To simplify the Juries' activities, exhibitors wishing to withdraw from competitions shall communicate their decision on or before **April 14**, **2025**. No modification of entry details shall be possible after such date.

Prizes

Article 30

The overall prize money available to Juries shall be broken down as follows:
a) Prizes of Honours in cash, including a Grand Prize of Honour and a Prize of Honour;
b) Prizes in cash accompanying Gold medal and Silver medal certificates for aesthetic and technical competitions; a Bronze medal certificate shall also be awarded for the Ars Urbana competition;
c) Prizes in cash for the special competition section to be held at the end of the show.

The prize amounts are indicated in the Book of Competitions.
Prizes under paragraph a) above shall be awarded by the Jury of Honour; prizes under paragraph b) shall be awarded by the Technical Juries of the various sections; prizes under paragraph c) shall be awarded by a specific Jury. Prizes won by Euroflora participants shall be available for payment until **June 30**, **2025**. After such date the prizes will be collected by the Organiser.

Juries

Article 31

The members of the various Juries shall be selected among Italian and foreign industry experts. No competing exhibitor may sit on any of the Juries.

Article 32

Juries shall use the judgement and ranking methods established by the Organiser.
Should the quality of the plants exhibited or their presentation be deemed insufficient, the Juries may decide to reduce the prize money or not to award the relevant prizes.

Article 33

Special Juries shall be appointed to judge the competitions for the best-maintained displays at the end of the show; every such Jury shall comprise:

- a representative of the Organiser;
- a representative of the Euroflora 2025 design team;
- a representative of the exhibitors;
- a representative of Euroflora 2025's visitors.

The number of prizes and the prize money to be awarded for Maintenance competitions are listed in the Book of Competitions. Exhibitors who will have taken care directly of maintaining their display shall be entitled to participate in this competition.

Article 34

The Juries' work shall begin at 8.00am on April 23, 2025. The work of the Special Juries under Article 33 above shall begin at 3.00pm on May 3, 2025.

Article 35

The Juries' vote shall be secret and their verdict may not be appealed against.

Article 36

At the end of the work of the Juries and before the official opening of **Euroflora 2025**, the secretaries of the various Juries shall place in front of each winning plant or collection a label describing the prize won.

Opening hours

Article 37

Euroflora will be open to the public **from 9.00am to 7pm from April 24 through May 4, 2025**.
Should the opening hours be extended, the Organiser shall send the relevant notification by e-mail.

Regulations application

Article 38

The Organiser reserves the right to decide on all cases not covered by these Regulations and to make any changes thereto, as deemed appropriate, at its sole and unquestionable discretion.
Such changes, if any, shall be immediately notified to the parties involved. Any and all disputes shall be submitted to the Court of Genoa.

Articolo 39

The Organiser may not be held liable for any damage suffered by the exhibitors in the event of any adverse weather conditions or force majeure occurrences requiring a change of date or the cancellation of the show.

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Registered in Genoa's Register of Enterprises under No. 61300, Genoa REA No. 349992
Capital Stock €16,172,414.32 of which paid-up €15,144,426.58 – Tax Payer & VAT No. 03502260106