THE IUCN WORLD CONSERVATION CONGRESS 2020
EXHIBITION HALL EVENTS

Guidelines for Exhibitors

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1. Glossary

**Congress Events Focal Point**: The IUCN staff member in charge of coordinating all input from Stand Managers. The Forum Deputy Manager acts as the Congress Events Focal Point.

**Event organiser**: An exhibitor or sponsor who organises events on either a Stand or a Central Stage.

**Exhibitor**: Organisations with stands in the Exhibition Hall, which will be used to showcase their innovative programs, projects and services that have made remarkable differences in tackling critical conservation and sustainability issues. Medium and Large Stand exhibitors will have the opportunity to organise events at their stands.

**Forum**: A hub of public debate to discuss issues relevant to the Congress themes.

**Forum Team**: IUCN staff in charge of coordinating the content in the Forum and Exhibition Hall.

**Registered Congress participant**: Any individual who has registered to attend the Forum and holds a badge to access various Congress events.

**Sponsor**: Organisations that underwrite a part of the expense of the Congress through contributions in cash or in kind. As part of the benefits and based on their individual contributions, these organisations will be offered space on a central stage in the Exhibition Hall.

**Stand Events Focal Point**: A person designated by the Exhibitor to be the focal point for content coordination and programming events on the stand.

**Stand Manager**: A person designated by the Exhibitor to be the focal point for stand management and overall stand coordination.
2. The Forum

The Forum, which will take place from **08 to 11 January 2021**, is the Congress segment that is open to **registered Congress participants only**. The Forum will be a hub of public debate, showcasing best practices and innovations in nature conservation, building new partnerships and forging a roadmap for action. Additionally, the Forum will offer a platform to collect and organise contributions and commitments from a broad range of stakeholders, with a view to proposing concerted and viable options for the post-2020 framework that will be agreed upon at the Convention on Biological Diversity Conference of the Parties.

3. The Exhibition

The Exhibition, located in Hall 3 of Parc Chanot will be open from **08 to 13 January 2021**. It is designed to be a dynamic, prestigious, open and impactful area of 14,000 sq metres, offering visitors a full immersion in the Congress themes through exhibition thematic villages and events. The Exhibition will be open to both registered Congress participants and the general public, allowing exhibitors to showcase their research, innovations and other work to a broad audience.

**Opening hours**

The below schedule shows the opening and closing times of the Exhibition from 08 – 13 January 2021.
The Exhibition Hall will be open from 09:30 to 21:00 for registered Congress participants. The general public will have access to the Exhibition Hall from 10:00 to 17:30.

From 17:30 to 21:00, the Exhibit area will be restricted to registered Congress participants wearing badges only.

Venues
The Exhibition Hall will features two main types of venues where exhibitors can hold events: Stands and Central Stages.
i. Stands

The Exhibition Hall will accommodate a mix of small (6 m²), medium (60 m²) and large (150 m²) stands. The Medium and Large Stands offer prime space to organise and host events.

ii. Central Stages

The Exhibition Hall will also feature four central stages. Each stage comes equipped with a projector, screen and sound system. The seating capacity is 100 people.

Exhibitors and sponsors will be allotted slots on the Central stage based on their level of commitment. Platinum sponsors automatically receive one 90 min slot each, on one of the central stages during the lunch break (12:30 – 14:00). Exhibitors with a large stand are also automatically allocated one 90 min slot on a central stage.

4. Types of events

The Exhibition Hall will allow exhibitors to design and schedule a range of different events on both stands and central stages, based on the target audience and time of day.

Types of events in the Exhibition Hall will include informal and interactive sessions, discussions, short screenings, receptions, publication launches, award ceremonies, debates, etc.

These events should be designed to be complementary – not duplicative of events taking place in the Forum venues (such as workshop-style events). Events should provide ample room for discussion and use creative approaches to engage participants.

5. Content

As per clause 3.10 of the contract, stand and central stage events must focus on the sustainability and/or conservation dimensions of your work.
Stand and central stage events should align with at least one of the five Forum objectives, in order to allow for consistency in the messaging and scope. These events should also be aligned with at least one of the seven Congress themes. While exhibitors are free to propose events on other conservation and biodiversity-related topics, they should strive to ensure thematic alignment when designing an event.

In designing events, exhibitors and sponsors should pay particular attention to gender mainstreaming and to engaging the next generation of leaders. (see Appendix 1 below for a more detailed description of the criteria used to assess these dimensions of an event).

**Please note that stands may not be used to promote or sell products and/or services.**

### 6. Quality Control

The Forum team coordinates the overall content of the Forum, both in the Forum halls proper, and in the Exhibition hall, with a view to developing a vibrant and inclusive Programme for the entire period (08 – 13 January 2021).

The Forum team may suggest amendments to ensure that events scheduled by Exhibitors align with the Forum objectives, Congress themes, and/or Forum selection criteria. The Forum team reserves the right to cancel events from the programme in case of persistent misalignment.

### 7. Programming events in the Exhibition

**Events on Medium and Large Stands**

As noted in the Exhibitor Manual, only events scheduled during the official time slots below will feature as part of the official Congress Programme (See section on “Events on Medium and Large Stands” in the Exhibitor Manual).
Within the given time slots, the scheduling of events that will feature in the official Congress programme is completely up to Exhibitors to define. Exhibitors are not required to fill all these slots with events for each of the six days the exhibition is open.

Two types of events can be scheduled in the official Congress Programme:

- **Exhibition events** – such as presentations, publication launches, TED-talks / speaker pitches, short videos, etc.
- **Social (and / or cultural) events** – such as networking events, receptions etc.

*(Please refer to sections 4. Types of events and 5. Content of this document for further guidelines in designing stand events.)*

The following duration(s) for each event type is strongly recommended:

- Exhibition Events: 45 minutes; 60 minutes; 90 minutes (at the maximum)
- Social (and / or cultural) events: 45 minutes; 60 minutes; 90 minutes; 120 minutes; 3 hours (at the maximum)

Exhibitors are also free to host events on stands *outside* these official time slots. However, these events will not be included in the official Congress programme, and are subject to certain noise restrictions (see the Exhibitor Manual for further information)

*Please note:*

- The Exhibition is freely accessible to all speakers / presenters, guests or others invited to stands, during the designated general public opening hours. (See section above for general public opening hours) It is the responsibility of the Exhibitor to ensure that all guests, speakers and others participating in stand events outside of the general public opening...
hours, are registered and in possession of the appropriate badge to enter the Congress venue.

- Social events scheduled on a stand **do not need to go through** the *Call for Social / Cultural Events and Private Meetings*. However, should an Exhibitor wish to have any catering or extra equipment for social or other exhibition events, this will need to be ordered through the *Exhibitor Tool-Kit* (equipment and services) or the dedicated catering system as per the deadlines indicated (see the Exhibitor Manual for further details).

- To ensure the overall coherence of the official Congress Programme, scheduling of events on Central stages will be determined by the Forum team. The Forum team will do its best to accommodate scheduling conflicts but cannot accept specific requests. Once announced to Exhibitors and Sponsors, **the allocation of slots will be deemed final**.

### Assigning a focal point for programming stand events

In order for Exhibitors to have access to the online platform to develop individual Stand programmes, Exhibitors are requested to identify **one individual as focal point for overseeing programming on the stand – a Stand Events Focal Point (FP).**

This person does not have to be the Stand manager who has been liaising with Congrex or the IUCN Logistics or Partnerships teams with regard to the stand.

This FP will be responsible for inputting all the relevant information into the online platform (including the date, time, title and brief description of stand events), managing the online stand schedule, inviting speakers and creating agendas, for each stand event showcased on the official programme.

*Please note that for technical reasons, it will be difficult to change access on the system to another individual at a later date, so kindly assign this task to an individual who will be overseeing the scheduling of the stand programme from now up until the Congress in January 2021.*
Once this individual has been identified, send an email to congressforum@iucn.org as soon as possible, and no later than **Tuesday, 4 August 2020** including:

(i) The official stand name as provided to Congrex  
(ii) The individual’s first name, last name, email address, affiliation (job title and organisation)  
(iii) The username assigned to the individual upon account creation on the Congress website

*This is the deadline for identifying the FP. However, exhibitors are strongly encouraged to reach out to the Forum team with the above information on the FP, as soon as the amendment to the contract has been signed.*

If the designated individual does not yet have an IUCN Congress website account, he/she must first:

(i) Create an account on the Congress website at www.iucncongress2020.org/user/register  
(ii) Log in to the Congress website using the credentials generated by the system, to activate the account (these credentials are sent to the user in an email once an account has been created)

**Scheduling events in the official Congress programme**

As soon as Exhibitors have signed the amendment to the contract, and provided the Forum team with the requested information on the FP, they will be given access to the online platform, through which individual stand schedules for events may be created in the official programme.

FPs are encouraged to start collecting the following information from organisations / partners / individuals, who will be allocated a slot on the individual stand:

- **Title** of the exhibition or social / cultural event  
- **Why attend** – motivating why participants should attend this event (content limited to 350 characters)  
- **Brief description of the exhibition or social / cultural event** (content limited to 1000 characters)  
- **Related** Congress Themes (Choose 1-2 maximum)
• **Confirmed date, time and duration of each event**

Once access is granted to the online system, FPs will be able to:

- Create event pages for each of the exhibition or social / cultural events on individual stands scheduled during the official time slots
- Create an *event agenda* if need be
- Invite and add speakers to the event page

These events will feature in the official Congress programme, in the same way that the Forum sessions are displayed, and will be searchable through various filters. The programme of events in the Exhibition will also be available through a mobile app. The content display of the event on the mobile app will be confirmed at a later stage, depending on the technical capabilities of the app.
8. Key dates and deadlines

4 August 2020

- Deadline to submit name of Stand Events Focal Point to congressforum@iucn.org with the following info: Official Stand name as provided to Congrex, the individual's first name, last name, email address, affiliation (job title and organisation), the username assigned to the individual upon account creation on the Congress website

07 October 2020

- Deadline for Stand Events Focal Points points to finalise titles only of all stand events in the online platform (to ensure sufficient time to translate event titles into all three IUCN official languages)

Please note the following:

- The full content of the event as displayed on the official programme will not be translated into the 3 IUCN official languages – only the event title will be translated.
- Stand Events Focal Points are responsible for updating the EN FR SP versions of event titles, should any changes be made to event titles after 7 October 2020.
- Interpretation is not provided for stand events.

Note: The Congress Events Focal Point will address situations on a case-by-case basis for exhibitors signing up after 07 October 2020.

9. Contacts and information

The Forum team manages the official Programme covering all stand-related events and central stage events, as well as Forum sessions. The team can be reached at Congressforum@iucn.org.

The Forum Deputy Manager acts as the Congress Events Focal Point for Stand Events Focal Points in all matters related to content (scheduling, quality control, etc.) and will be liaising with Stand Managers, and coordinating the overall content to be included in the official Forum Programme.
Appendix 1
CONTENT GUIDELINES & REQUIREMENTS

The following elements aim to provide additional guidance for event organisers in the Exhibition hall.

i. Check-list for event design

In preparing events on central stages or stands, event organisers should bear the following in mind:

Relevance

- To the Congress themes (see details below)
- To the Forum objectives (see details below)

Inclusiveness

- Involvement of IUCN Constituent parts whenever possible (i.e. Members, Commissions, Secretariat) and external partners (private sector, non-Member States, non-member Indigenous Peoples organisations, non-member NGOs, local authorities, etc.)
- Gender mainstreaming (you may wish to refer to the Gender mainstreaming strategy for IUCN events)
- Mainstreaming intergenerational dialogue, and engagement of younger generations as organisers, speakers, moderators, volunteers, etc.

Interest for the audience

- Active participation and learning by using innovative designs and formats for your events
- Exploration of issues associated with the seven thematic areas
- Convening new knowledge or improved understanding about critical nature conservation, biodiversity and sustainable development issues
- Illustration of personal, organisational or societal changes that helped achieve significant outcomes
- Identification of new challenges, opportunities, approaches, innovations, or solutions relevant to the themes
Balance

- Including different perspectives and positions on the topic addressed
- Including a wide range of stakeholders associated with the topic
- Overall diversity, including cultural

ii. Guidance on key elements for session design

Forum objectives

As approved by the IUCN Council, events at the IUCN World Conservation Congress 2020 should contribute to at least one of the following objectives:

a) To showcase that conservation works

Sessions should aim to demonstrate that conservation action is effective. Presenting results, best practices, testimonials and other concrete examples of success will allow participants to build their knowledge and share their own successes.

b) To strengthen engagement with the next generation of leaders

Sessions should provide key roles to the next generation of leaders. Youth (aged 15-24) and young professionals (35 years of age and under) should be involved in any number of ways: speaking roles, contributions to the different stages of session design and organisation, presentation of success stories and awards, sessions targeted specifically for youth and young professionals etc.

c) To catalyse action and transformative initiatives

Organisers may focus their sessions on building momentum around transformative initiatives, and mobilising stakeholders to implement actions by adopting a new approach, a novel technology, a engaging a different set of players, or going beyond business as usual. Implementing a step change for the next decade requires disruptive, out-of-the-box thinking.

d) To mobilise the Union (IUCN) as a whole

The power of the International Union for Conservation of Nature stems in great part from its membership, with nearly 1400 Member organisations spanning across governments, governmental agencies, NGOs and Indigenous Peoples’ Organisations, and its nearly 15,000 volunteer scientists and experts grouped in its six Commissions.
Sessions should aim to leverage the Union's unique platform of membership to achieve positive outcomes for nature.

\textit{\textbf{e) To mainstream conservation}}

Nature does not exist in a vacuum. Human activities and economic sectors in particular, interact permanently with the natural world. Exploring win-win solutions to mainstreaming conservation into economic activities such as mineral extraction, agriculture, and tourism, is essential to a successful reversal of current trends. Working with representatives from different stakeholder groups, showcasing partnerships, demonstrating useful indicators, and exploring processes with a reduced footprint, are some of the many ways to help mainstream conservation in economic activities.

\textit{Congress Themes}

Events should (to the extent possible) align with one of the following seven Congress themes:

1. Managing landscapes for nature and people
2. Conserving freshwater to sustain life
3. Restoring ocean health
4. Accelerating climate change mitigation and adaptation
5. Upholding rights, ensuring effective and equitable governance
6. Leveraging economic and financial systems for sustainability
7. Advancing knowledge, learning, innovation and technology

\textit{Gender Mainstreaming}

In accordance with the \textit{Gender Mainstreaming Strategy for IUCN events}, contributions to the IUCN World Conservation Congress 2020 are expected to place a heavy emphasis on equal opportunities given to, and active engagement of, women and men in the design and execution of all events.

In designing events, exhibitors should consider the following suggestions:

- Women as panellists: ensure the presence of a representative percentage of women (Members, Commissions, Secretariat, partners, etc.) in all exhibition events
- Gender expertise: invite gender experts to make inputs on your topics
• Women or Gender organisations as partners: partner with women or gender organisations to conduct your activities
• Gender screening: the IUCN Gender office has a Roster of Experts that can assist organisations in mainstreaming gender from the conceptualisation phase to the delivery of your events, should it be required
• Make gender a topic: organise an event from a gender perspective on your work

Engaging the next generations

Mainstreaming intergenerational dialogue and the empowerment of the next generations are essential dimensions of the Forum, as reflected in the Forum objectives. Event organisers are therefore invited to promote the exchange of experiences and new ideas, collaboration, and action between women and men of different generations and cultures.

In designing exhibition events, exhibitors should consider the following suggestions:

• Young professionals and leaders as panellists: Ensure the presence of a representative percentage of young professionals (Members, Commissions, Secretariat, Partners, etc.) in all exhibition events
• Youth expertise: invite young leaders and experts to provide inputs on your topics
• Youth organisations as partners: Partner with youth organisations to conduct your activities
• Youth screening: the IUCN Intergenerational Partnership for Sustainability has a Roster of Experts that can assist organisations in mainstreaming youth and young professionals from the conceptualisation phase to the delivery of events
• Make intergenerational exchange a topic: organise an event from an intergenerational partnership perspective
**Other dimensions**

Event organisers may want to address the following dimensions as well:

- Contribution to international conservation policy (Sustainable Development Goals; Convention on Biological Diversity; UN Framework Convention on Climate Change, etc.)
- Links to global health and the post-COVID-19 social, economic and political landscape
- Sharing of new knowledge
- Illustration of significant outcomes (societal changes, improved understanding of science, on-the-ground results)
- Identification of new challenges, opportunities, approaches, innovations or solutions
- Consideration of varied perspectives and positions on the topic